

The WEEK

By A. M. BRAYTON

THIS week the world breathed a little easier than for a fortnight before. There were no earthquakes, no new threats of war, and only one revolution that looked threatening. Something that looked threatening at the last corner of the planet's globe, seemed to be clearing up. Civilization is safe for a while.

Probably the big news in this part of the country was the cold snap. The weather is always news of the biggest, because it affects every one of us. Even when the Third second division was smashing its way into the Argentine in 1915 probably every second conversation in this and other sections of the country was about the weather. This is a strange thing about human nature, since as Mark Twain once observed, a great deal is said about the weather but very little is ever done about it.

In Wisconsin we have had a lot to talk about this week. It is estimated that the cold snap has killed off and shipped off with an unprecidented early frost. It is estimated that tobacco farmers suffered an aggregate loss of two and a half million dollars, great damage being done to tobacco still in the fields. Perhaps the largest part of the crop had been harvested, but two and a half millions is no bagatelle. It should help to prove to the city man, the farmer does not need proof that there is no richer business than farming. At every step the farmer has to take a gamble. It is small wonder that in the one factor in which his own efforts might help to reduce the risk, marketing—he is anxious for improvement. Small wonder, perhaps, that in his anxiety for protection he is apt to accept the prettiest promises instead of sounder, if less alluring, practical proposals.

Napoleonic Signor Mussolini died down a bit during the week. He has decided not to swallow the Bito of Greece that he took at Corfu. He will cough up on September 27, the date at which Greece is required to report the result of her inquiry into the assassination of the Italian delegation in Athens. The council of ambassadors found that Signor Mussolini wanted to interpret the terms of settlement in such a way as to permit him to stay in occupation of Corfu until he was satisfied with Greek demands. Feeling no doubt that such an indefinite arrangement might cause further trouble later on, Italy was told with some tact that she must stick to the letter of her agreement. Readers will recall how difficult it was to get Japan to let go of Shantung, and the innumerable strings that were found to be attached to her agreement to give it back to China when she was called upon to make good her promise.

Corfu, right across the narrow mouth of the Adriatic sea from the Italian naval base of Taranto, if held by Italy would make the Adriatic an Italian lake. That is why it was neutralized in the last generation, and why the council of ambassadors wanted to give Mussolini no loophole to hang on to.

Probably the back-down of Italy, and Greece's meekness, has averted war. But it may be suggested that Greece could have been as much as the pleased without averting war if Mussolini had not been aware that the British Mediterranean fleet was concentrated at Malta, awaiting the orders of the league of nations.

Mussolini is not yet off the stage, however, though the Greek crisis is passing. He still has an affair on with Jugo-Slavia over possession of Fiume, the scene of D'Annunzio's famous raid. Refusing Jugo-Slavia requests for arbitration of the dispute over the city, although arbitration was provided in the treaty of Rapallo, Mussolini announced that he would annex Fiume to Italy. As this is written, Mussolini is sticking to his plan. From Italian sources it is announced that Benito will acquiesce in the annexation on the understanding that Italy will give the Jugo-Slavs Sussak and Porto Barro, two neighboring parts on the Adriatic near Fiume. This is not confirmed from Rome, and it seems probable a premature announcement, since it would be in the nature of things for Jugo-Slavia to appeal to the league of nations or the world court. The peril does not seem quite so threatening as in the Greco-Italian dispute, but Fiume is a dangerously Slav in population, and Italian occupation may drop a spark in a powder magazine.

With accustomed generosity the United States quickly over-subscribed the \$5,000,000 asked for Japanese earthquake relief by the Red Cross. The money is already at work under the direction of American Red Cross representatives. Uncle Sam is often misunderstood by his neighbors, but there never is any doubt about his motives when some one is in trouble. He is the last to leave and he has never asked any recompense. Generally he doesn't need to ask—the broad cast of the waters comes back to the shape of friendship and respect. Since these are exactly the things we most need from Japan, it is probable that

(Continued on page six)

MARTIAL LAW FOR OKLAHOMA ORDERED BY THE GOVERNOR

Decides to Take this Step to Stop Floggings and Ku Klux Klan

IN CONFERENCE WITH HIS ADVISERS DURING NIGHT

Would Put Military in Control of all Bad Counties

OKLAHOMA CITY, Okla.—Martial law for the entire state of Oklahoma was proclaimed at midnight by Governor J. C. Walton. Calling on the full force of the approximately 6,000 troops in the Oklahoma national guard to his command, the governor climaxed his spectacular fight against the Ku Klux Klan by declaring that any person who aids the organization in carrying out its "purposes" are enemies of the sovereign state of Oklahoma and shall be dealt with by the military forces.

Due to the existence of a "self-styled invisible empire," Governor Walton declared a state of insurrection and rebellion in effect against the constitution and authorities of Oklahoma and that a general state of public alarm and fear for the safety of life, peace and personal safety, has resulted.

Activities of the organization are centered in Oklahoma City and extend to every county in the state, the governor charged. The proclamation invokes absolute martial law in Oklahoma county, Oklahoma City and Creek county, the latter adjoining Tulsa county, where military rule has been in effect since August 15.

OKLAHOMA CITY, Okla.—By the Associated Press—Martial law for the entire state of Oklahoma loomed early Saturday night as the next step in Governor J. C. Walton's war on the Ku Klux Klan and mob floggers. The executive was in conference with advisers at his home and a new martial law order was expected to be issued before the night was over.

It was understood that the governor contemplated placing all the state under the rule of the military, occupying with troops such counties as he considers hostile to his actions. Muskogee and Oklahoma City, it was believed would be the first to fall under martial law.

The governor himself refused to comment on the nature of the anticipated proclamation but reports from well founded sources were that he would declare military rule for the whole state.

LOCAL FIREMEN TO ASK CITY COUNCIL FOR RAISE IN PAY

Point Out that Salaries in all Departments are Far Below Average

A request for an increase in salaries for La Crosse firemen will be made to the common council at the next meeting, according to information received Saturday. The request has the approval of the fire board and numerous aldermen, and firemen are hopeful as to its passage.

It is pointed in a table of firemen's salaries throughout the state that the local fire fighter's pay is far below the average for cities of this size in Wisconsin. The minimum truckman's salaries for Beloit, Superior, Sheboygan, Racine, Madison, Green Bay, Kenosha and Eau Claire are all above the minimum paid to firemen in La Crosse, according to the table. Local firemen state that it is impossible to adequately support a family on the minimum pay, which is \$1,200 a year. The maximum for truckmen is \$1,820, which is as low as any maximum in the state. The salaries of the other members of the department are low in proportion, firemen claim.

JAP RELIEF FUND GROWING

WASHINGTON, D. C.—The Japanese relief fund of the American Red Cross approached \$3,000,000 today, with subscriptions already reported totaling \$7,454,500.

CHICAGO, Ill.—Contributions to the Japanese relief funds from the ten states of the central division of the Red Cross totaled \$1,138,249 it was announced.

FIVE YEARS FOR STEALING PIE

MINNEAPOLIS.—The theft of a pie and an apple turnover, valued at 50 cents resulted in John Gross being sentenced to the state penitentiary at Stillwater Saturday to serve an indeterminate term not to exceed five years. He was convicted of third degree burglary. He had a previous criminal record.

GERMANY REALIZES FAILURE OF RUHR RESISTANCE SAYS HARDING--FIGHT IS COSTLY

WARDEN COLES IS DISCHARGED FROM WAUPUN PRISON

State Board of Control Takes Summary Action by Sending Letter of Dismissal

(Special to Tribune)

MADISON, Wis.—R. M. Coles, warden of the state penitentiary at Waupun for the last two years and a half has been discharged by the state board of control effective Monday, September 17th. A letter removing Mr. Coles from his position was sent to him on Friday but the matter did not become public until Saturday afternoon.

Following the announcement that the penitentiary warden had been discharged came an unofficial rumor that other removals were in prospect at one if not two of the other institutions.

Coles Admits It

Over the long distance telephone Mr. Coles refused to discuss the reasons for his discharge.

"It is true that I have been discharged," declared Warden Coles. "What was the reason for your discharge?" was asked.

"That is a matter that should come from the state board of control," replied Warden Coles. "I do not care to discuss. Everything has been going on fine until the last two months."

"Have you anything in view?" he was asked.

"On making a connection with an institution in Illinois," answered Mr. Coles. "I do not care to go into that proposition at this time."

"When do you leave the institution?"

"On Monday, that is when my discharge becomes effective," answered Mr. Coles.

Was Good Warden

Warden Coles has been looked upon as one of the best penitentiary wardens in the country. He came to the Wisconsin penitentiary at Waupun in 1914 and served as deputy warden for four years. Upon the death of L. W. Bowgen at the Green Bay reformatory, Mr. Coles was elected by the board of control as warden of the Green Bay institution and held that position for four years. Upon the resignation of Henry Town to become a member of the state board of control, Mr. Coles was elected June 21, 1921 as warden of the state penitentiary at Waupun and has been in active charge of the institution since. Deputy Warden Taft will be in charge of the institution until a successor is elected.

Shakeup Expected

A shake-up of the state penal and charitable institutions has been under way for the past six months. Nearly two months ago L. R. Prince was discharged from the superintendency of the state school for dependent children at Sparta. Then came the resignation of Henry M. Town as a member of the state board of control and Mr. Town refused to make public any reasons for his sudden resignation. Later it was learned that a letter had been sent to the state board of control to the heads of the various charitable and penal institutions of the state notifying them that they were elected to a monthly basis and might be discharged at any time. With the change in personnel of the state board of control, Mrs. Elizabeth Kiding of Watertown became president and shortly thereafter, Mrs. Tappan, who had served for a quarter of a century as secretary of the board, was elected to another position and Frank Crocker, Madison, was elected as secretary by the board.

Considered Long Time

For some time there has been rumor that additional changes in the institutions were coming. Two months ago it was reported that the Board of Control had a conference with deputy warden Sullivan at Stillwater, Minnesota but that he had declined to consider a position as Warden of Waupun penitentiary.

Members of the Board of Control could not be reached Saturday night on the proposition.

Mr. Coles received a salary of \$8,000 a year. The penitentiary has over 700 convicts and operates a big manufacturing plant for making of military clothing. Under the contract system it also manufactures women's hosiery.

BEER COURT IS SUGGESTED FOR CITY OF CHICAGO

CHICAGO, Ill.—A "Beer Court" for Chicago was advocated Saturday by Chicago Commissioner Bundeson, after six of the department testers had been occupied several hours analyzing 52 samples of beer seized by the police.

None of the samples showed more than the lawful alcoholic content. Brewers, whose plants were put under police guard by order of Chief of Police Collins, were reported contemplating injunction proceedings to prevent police interference as a result of the analysis.

TULSA TRIBUNE RELEASED

OKLAHOMA, Okla.—By the Associated Press.—Military censorship over the Tulsa Tribune was lifted late Saturday night by Governor Walton.

From his residence here where he had been confined throughout the day with a severe cold, the governor transmitted in person over long distance telephone his order to national guard officials at Tulsa to remove the military censors from the office of the Tribune at once.

STRATEGY DEVOURS CASH TO PAY WAR BILL UNTIL 1927

People Fooled by Government as in 1918 Declares Famous Editor

BY MAXIMILIAN HARDEN

Germany's Foremost Publicist (Special Cable Dispatch to La Crosse Tribune)

Copyright, 1923

BERLIN.—The situation of October, 1918, is here again—too early by the calendar, but much too late for Germany.

The German dream of victory burst like a bubble five years ago, and the people realized tremblingly how they had been deceived. Von Moltke had concealed the catastrophe in the sixth month of the war, but the truth was concealed from the people until the end. The situation has been precisely the same since January of this year.

Until a few weeks ago, anybody who ventured to doubt France's defeat in the Ruhr was regarded as a coward, a defeatist, a traitor, or a ridiculous fool. Only a few days ago, any reference to the necessity of modifying or abandoning passive resistance was sharply rejected on every side. Then suddenly, the veil was rent and the German people, betrayed again, saw the ugly, naked truth. In 1918, the alarm came from German great headquarters. This time it comes from the ministers of finance and economics.

It can be readily understood that the German people would not view French invasion of their most important industrial district with the patience of a lamb. But it was the government's duty to calculate what was necessary and what was possible, and to say openly that invasion was a possibility to be reckoned with.

Cuno Not Alone

Instead of anticipating the danger, instead of offering—at the latest in December, 1922—reparations which the memorandum of June 6, 1923, offered, when Germany was in a much worse financial situation, and thus preventing invasion, Chancellor Cuno, in his blindness, believed he could turn disaster into triumph and victory. Thousands of curses are being rained on this man daily now, but he can declare truthfully that from first to last all parties, the parliament and the press praised his fateful policy as "the only possible one."

Politically intelligent men, however, could not believe for a single day in the effectiveness of passive resistance. Premier Mussolini of Italy called it "self-destruction" and even Lloyd George, who has now become the enemy of France, declared it could end only in Germany's collapse or capitulation.

I, myself, tried everything I could think of to ward off this new misfortune, but in vain. Everybody told me that occupation of the Ruhr—which would bring instructive disappointments for the French and the Belgians—was unavoidable, because Germany could neither deliver the amount of coal demanded, nor pay two billion marks in the near future. I also was told that no government could negotiate with France after occupation had taken place.

The Mark Swindle

What has happened now? Germany has been separated from her richest source of raw materials for more than six months and compelled to import at world prices. Industry in the occupied territory has received immense credits from the national treasury, which often were employed for plant betterments, but for the buying of foreign currency and gold, and then were repaid in depreciated German marks. Thus, an industrialist who received thirty billion marks in May used twenty billion for buying dollars and banked the rest. Every dollar so purchased, ninety-nine and two-fifths million marks. The treasury has also paid a multitude of workmen, officials, etc., for remaining idle or doing unproductive work, and has thus damaged discipline and morale. The railways in the occupied district have suffered incalculable damage.

Lost Reparations to 1927

Passive resistance has cost Germany forty million gold marks daily in the last few months—a total of at least eight billion gold marks, which would have been enough to satisfy the reparations commission until 1927. And, now when our currency is utterly destroyed, we must negotiate.

We are facing the danger, too, that as in Russia, the peasant will tomorrow refuse to accept paper marks and will withhold his products and that among the masses, despair will be followed by desperation, with strikes and plundering.

France, to complete her victory, needs only declare that in the hour when passive resistance is officially ended all those expelled may return to the Ruhr, the military forces will be mainly withdrawn, the German officials will be reinstated and France will be satisfied with invisible control and productive collaboration. Prudence should cause her to dispense with any triumphal entry in chariots and to avoid continuing the weakening of her debtor a day longer than is necessary.

HOME ELECTRIC TO BE OPENED TODAY BY NOTED ACTRESS

Mrs. Fiske O'Hara Will Officiate at Official Opening at Two O'clock

MODEL RESIDENCE ERECTED FOR EDUCATIONAL PURPOSES

Home at Twenty-first and Main to be Open Two Weeks

MRS. FISKE O'HARA, better known to theatergoers as Pat Cleary, wife of the famous Irish tenor-actor who appeared at the La Crosse theater on Friday and Saturday, will turn the golden key that opens the model Home Electric for public inspection at two o'clock on Sunday afternoon. The opening of the home will be a part of a dedicatory ceremony which has been arranged by the committee in charge.

The Home Electric, built as an educational feature to demonstrate to the La Crosse public the latest and most up-to-date features in home wiring, lighting and furnishing, is located near Twenty-first and Main streets. It will be open to the public every day from two until ten p. m. until Sept. 30th, when it will be sold.

The first five pages of the second section of this issue of the Tribune is devoted to advertising by the builders of the Home Electric, and to news articles describing the features of the home in this city and other articles of interest to home builders. Read the ads and the articles and become informed as to what the Home Electric really is, then visit the home and see the things which are described.

SENATOR PLEAS FOR REASONABLE PROHIBITION ACT

Constitution Not Intended to Limit Activities of Individual Says Wadsworth

SARATOGA SPRINGS, N. Y.—Prior to the enactment of the 18th amendment it was never suspected that the constitution would contain a provision limiting or prohibiting activities for the individual. Senator Wadsworth declared today in an address before the state convention of the American Legion.

"It is a great pity," said, "that this conception was violated by the 18th amendment, which says that an individual cannot do certain things. Senator Wadsworth urged such changes in the law by congress as will 'prevent the return of the saloon, eliminate the intoxicating and hence always dangerous liquors, and at the same time permit the consumption of these liquors which the experience and reasoning powers of the people convince them are harmless.'"

RAISE THE REWARD FOR MISSING KING OF DAVID COLONY

Will Pay \$5,000 for Arrest of Benjamin Purnell on Statutory Charge

LANSING, Mich.—Following additional testimony before Judge Harry J. Dingeman here yesterday in the one man grand jury investigation of the House of David colony at Benton Harbor, the state administrative board will be asked to post a reward of \$2,500 to \$5,000 for the arrest of Benjamin Purnell, missing "king" of the colony, the state attorney general's department said today. The testimony yesterday by two former members of the colony, Gladys Bamford Rubel and Ruth Bamford Rubel, lent additional support, the department said, to the statutory charge on which Purnell is being sought.

The state attorney general's office intimated new warrants may be issued for Benjamin.

QUAKE SURVIVORS ARRIVE

VICTORIA, B. C.—By The Associated Press.—The steamer President Jefferson carrying the first survivors of the Iokohama earthquake, warped into its dock at Victoria, first port of call on the American continent, shortly after 7:30 o'clock tonight.

HOME ELECTRIC FACTS

The La Crosse model Home Electric was designed, built and equipped as an educational feature. It is sponsored by the Home Electric Association of La Crosse.

The Home Electric is located at Twenty-first and Main streets. It will be officially opened to public inspection at two o'clock on the afternoon of Sunday, September 16, and will remain open until 10 o'clock in the evening. It will be open every day for two weeks from 2 until 10 p. m.

The new paving on Main street is ready for automobile visitors to the Home. A Twenty-third street car lets passengers off almost at the door.

La Crosse is one of the many cities to conduct a model Home Electric this year. Through this medium householders get advanced ideas concerning up-to-date home building and furnishing.

LYNXVILLE STILL PONDERING OVER ITS MYSTERY 'MAN'

Tribune Reporter Arrives in Village After "Mrs. Taylor" Leaves

NOTHING IS KNOWN ABOUT PAST LIFE OF THE COUPLE

"Wife" Could Not be Induced to Talk About "Husband"

LYNXVILLE is still pondering the mystery of the dual life of "William Taylor," man-woman who died in the Grandview hospital Friday morning. The town is seething with excitement, and many a reason is being given for the strange conduct of the couple who had lived in the community for nearly half a century as man and wife. None of the reasons advanced is adequate, however, and the mystery is as deep as ever.

A staff reporter of the Tribune, investigating the story as first heard on Saturday in Lynxville, arrived in the village over the river road, half an hour after "Mrs. Taylor" had left over the ridge road for Virroqua with relatives. "Mrs. Taylor," when informed of "her husband's" death, notified relatives in Virroqua who called for her Saturday afternoon.

Suffered 35 Years

"Mrs. Taylor" didn't go to La Crosse to see her "husband" after "his" death, saying, according to some of the residents of Lynxville, that she had suffered enough with "him" during the past thirty-five years and was through with "him" at last. Others she told that she preferred to remember "him" as she remembered "him" in life, and that she didn't care to look upon "his" corpse. It was said in the village that "Mrs. Taylor" could never be induced to go near, or to look at, the body of a deceased person.

In spite of the fact that the couple had resided in the vicinity of Lynxville for many years, little or nothing is known about them or of their past history. Mrs. Taylor has been an employee of the hotel for twelve years, and has always performed her work faithfully and well, making many friends among the villagers and "the patrons of the hotel." "Mrs. Taylor" had done little or no work during recent years, being ill most of the time. She was a quiet, reserved woman, and was known to the men at threshing time, and had done some work on the river. "His" chief occupation was in gathering herbs and grasses in the woods, from which he concocted medicines, treating his own diseases, and those of his neighbors. "Mrs. Taylor" was in demand in the treatment of dogs, cattle and horses.

Everyone in the village regarded "Mrs. Taylor's" husband as a woman, his small and dainty hands and feet, his headless face, and his general feminine characteristics, but he was well liked by all of them. He was known to the villagers as "Sissy," or "Willie" Taylor.

"Mrs. Taylor's" relatives were unaware, until informed Saturday morning, that the "husband" was not a woman. They had known, always, that he "was not a normal man, but they had never suspected 'his' real sex. "Mrs. Taylor" was called "Mrs. Taylor" by her neighbors, and "Mrs. Taylor" was identified as a Mr. Baer, a half-brother, a Mrs. Ames, a sister, and a young man, said to be the son of Mrs. Ames.

Though everyone around the Vogel hotel knew Saturday morning that "Mrs. Taylor's" husband was a woman, the "wife" could not be induced to talk of her affairs, other than to declare that she and Taylor had been married in "Crosse" or "35 years ago, and that they had lived together ever since. "Mrs. Taylor" spent the morning in packing a few scanty belongings that she and her strange "husband" had acquired during their life together. Most of the things which she took from the two rooms in which they lived were given away, some she sold and the rest she packed into the back end of the car which called for her, a queer, lost truck of them. It is thought that "Mrs. Taylor" has gone to the home of relatives in the country.

COMMANDERS MAKE REPORTS ON THE NAVY DISASTER

SAN DIEGO, Cal.—Commanders of 15 naval destroyers which were enroute from San Francisco to San Diego last Saturday night when seven of their number crashed to destruction upon the rocks of Point Pondo Saturday were preparing separate reports of the catastrophe to be tendered the naval court of investigation scheduled to resume its sessions here next Monday.

TO USE SCRAPPED WARSHIPS FOR REBUILDING TOKIO

OSAKA.—By The Associated Press.—The navy department has been too busy engaged in relief work to issue a concrete warship scrapping order as provided for under the Washington treaty limiting armaments. It is believed the navy now will speed the scrapping work and use the scrapped ships as material for reconstructing Tokio.

General Eddy and Colonel Yamamoto of the Salvation Army, have called all local workers to Tokio and Yokohama to aid in distributing provisions, especially milk to refugees.

GRECO-ITALIAN FAILURE SINKS WORLD LEAGUE?

Torpedoed by Mussolini Because Poincare Dare Not Interfere Because of Ruhr Says Briton

SEES PERIL TO BRITISH IN FRANCO-GERMAN ACCORD

Commercial Union Proposed May Leave England Outside of Continental Bloc

BY A. G. GARDINER

Britain's Greatest Liberal Editor (Special cable dispatch to the Tribune) Copyright, 1923 by the Tribune.

LONDON.—The league of nations has been torpedoed.

Premier Mussolini of Italy released the fatal charge, with Premier Poincare of France looking on approvingly, when he defied the league's efforts to settle Italy's conflict with Greece over the murder of the Italian mission for de-limitation of the Albanian frontier.

The Italian mad dog reasoned correctly when he concluded that Poincare would not dare to oppose him whole heartedly. For, indeed, Mussolini had only copied Poincare's example in the Ruhr. It is true that he used more impudent and a vicious methods, but the motive was the same and the policy was the same.

Fearful Revolt in Ruhr

Had Poincare supported the authority of the league to put the extinguisher on Mussolini's escapade he would have found it difficult to resist the right of the league to comment on his own escapade. Up to the present the league has not dared to criticize the French invasion of the Ruhr. But admission of its competence to interfere in the Corfu episode would have been an invitation to attack higher game. So Poincare stood by and watched, while Mussolini sent the league to the bottom.

But though willing to let Mussolini torpedo the league, Premier Poincare had no disposition to see him blow the council of ambassadors sky-high, too. There he took a stand and helped extinguish the match that the Fascist leader had thrown into the powder magazine of the Balkans.

Mussolini has learned that while he may defy the league of nations at will, he cannot exploit Anglo-French differences to his own advantage. His promise to the council to quit Corfu by the twenty-seventh show how well the lesson was impressed on him. What he did not realize at first was that Jugo-Slavia was more important to France than was Italy, and that Jugo-Slavia would never submit to his obvious scheme to make an Italian lake of the Adriatic.

Ruhr Drama Moves Fast

Meanwhile, a new complexion is coming over the Ruhr drama. Big business is once more taking a hand in the game, and behind the official discussions between France and Germany is seen a revival of the idea of a great combine of Franco-German iron and coal interests for the exploitation of the riches of the Rhineland and the Ruhr.

The German chancellor, Stresemann, himself a big businessman, is supposed to be not unfriendly to such a scheme, provided the integrity of the German reichsbank can be preserved. Such a solution would give the French trusts, which largely control French policy, what they have long wanted—complete commercial domination of Europe.

It remains to be seen whether this will satisfy Premier Poincare. His commercial sympathies are well known, for he acted for twenty years as legal adviser to the iron, steel and chemical trusts. But his determination to secure the political disruption of Germany is almost, if not equally strong. Will that motive outweigh the advantages of a business deal would give France, supplemented by German brains, the economic supremacy of Europe?

Peril to British

Such a solution would have important consequences for the English commercial position, and might conceivably lead to the formation of that anti-British continental bloc which has been the dream of some French and German publicists and politicians. In any case, the feeling is widely prevalent that events are moving toward a definite issue.

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BOBBED HAIR DUE TO REMAIN SAYS LOCAL REPORTER

Makes a Count at Busy Corner and Finds Out What's What With Women

ALSO NOTES THE COLORS IN SKIRTS AND DRESSES

Read and Ponder and Draw Your Own Conclusions

Who said that bobbed hair is passing out of style? Whoever did made a mistake—as far as La Crosse is concerned. At least, for short tresses are as popular today as they ever were, and possibly more so, if figures do not lie. An ambitious reporter stationed himself in a downtown post of observation and took a careful tally of the girls that passed during a half hour, and his figures showed that there were almost two bobbed haired girls to every one with un-bobbed locks. During the thirty minutes, 202 of the fair sex passed the given point, and of these 133 had bobbed hair, while only 69 had their tresses intact. The reporter, although rather prejudiced in favor of hair of the cut variety, assures the public that the count is an exact one, and that no girls under ten years of age were counted.

Local barbers, when interviewed stated that their business among the fair sex had by no means fallen off, and that there were very few of their original bobbed haired customers who were not still attending regularly to have their hair cut. Also, they stated that they are still making long hair short, and their number of patrons hasn't decreased to any appreciable degree. The reporter also noticed that there are very few girls endeavoring to do up their short locks.

Watches the Gowns
After observing hair for half an hour, the reporter, being an inquisitive sort of a fellow, decided to discover what color was the most popular in the selection of skirts and dresses. Again he stood quietly by for half an hour, and watched 173 girls

pass, at the same time making notations in a little book. He found that blue is its varying shades by far the most popular color. The dark blue in suits and the light blue in summer dresses swelled up a total of 37 dresses for this color. Plaid dresses came next in line, with a total of 28, and green was third with a representation of 17. The other colors followed in the order named: grey, 16; black, brown, and lavender, 13; pink and orange, 11; white, 7; yellow, 5; red, 1.

These observations left the reporter still inquisitive. He decided to find out everything possible about the fair sex, and hid himself to a place where women would be likely to buy cigarettes, to see if they were still smoking. "You want to know if many women smoke?" asked the first man interviewed. "Well, you'd be surprised. And most of them are younger girls, too. Sure, smoking among women is more popular than it used to be. Expensive Turkish cigarettes are popular, but the old favorites of the men are as much in demand." The reporter walked away, satisfied.



Comfort Baby's Skin With Cuticura Baths

Don't let your baby suffer or fret because of rashes, eczemas, irritations or itchings. Give him a warm bath, using Cuticura Soap freely. Then anoint affected parts with Cuticura Ointment. The daily use of Cuticura does much to prevent these distressing troubles.

Sample Free by Mail. Address: "Cuticura Laboratories, Dept. 100, Malden, Mass." Send money order, check, or cash. Cuticura Soap and Ointment are sold everywhere.

POWERFUL GENERATOR DOES WORK OF 5,400,000 MEN

A 60,000 KW steam turbine generator is to be installed in a Chicago electric power station which it is expected will ultimately have a capacity of from 500,000 to 600,000 kilowatts. Just what an engine of this character represents and what an almost limitless capacity it has is best illustrated by the following examples: 1 KW equals 1.34 HP, so 60,000 KW would amount to approximately 80,000 HP. Each HP equals the muscle work of 21 1/2 men, so 80,000 HP would represent 1,700,000 men. A man, however, cannot work twenty-four hours a day, while a turbine can and does work twenty-four hours out of the twenty-four. Therefore this huge turbine will do the muscle work

of three times 1,800,000 men, or that of 5,400,000 men working in three shifts of eight hours each, the usual working man's shift. The foregoing would seem to justify the claim that this plant will be, when completed, the largest power station in the world. In any event, the next competitor will have to "go some" to get ahead of these figures!

Just Call 1507-M or 2688-C

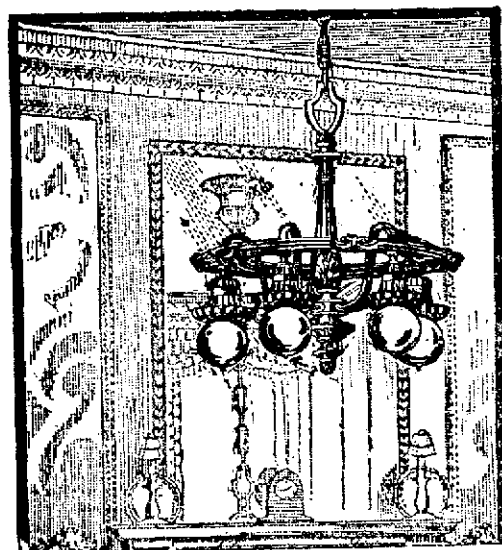
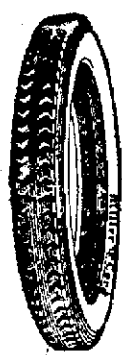
WE'LL DO THE REST.
NORTH SIDE DRY CLEANERS
ROY FREDRICKSON.
624 Clinton St., La Crosse.

NEW MILLER CORDS

GEARED TO THE ROAD
ARE HERE AT FABRIC PRICES.

WIGGERT BROTHERS

321-323 Jay Street. Quality and Service House.



20% Discount Sale

On Electric Fixtures During Month of September Only

FIXTURES for the home with prices to suit all pocket books. Look our large assortment over before buying—we can save you real money and equip your residence complete in the electrical way.

LINKER ELECTRIC CO.

Phone 398.

114 North Fifth Street.

Barron's

HOME ELECTRIC OPENING SUNDAY, SEPTEMBER 16TH

QUALITY That Gives Long Wear

All our Ready-to-Wear is made upon honor and is guaranteed to give satisfaction.

Scores of New Coats Are Here

Coat of French Ermine Fur, 27-in. box model, side closing, fancy lined throughout, an exceptionally handsome garment at

\$80.00

Black Coat of Gerona material, 52-in. length, wrap model, large collar and cuffs of Alaska fox, crepe lined throughout—

\$250.00

Wrap Coat of brown Gerona material, side tie model, Viatka squirrel collar, self colored crepe lined, priced at—

\$165.00

Other Coats, in Sport, semi-dressy and dressy models, self and fur trimmed, priced at

\$17.50 and up

Wool Dress Goods

FOR coats and one-piece skirts, plain Camels Hair in tan and taupe, Camels Hair Cloth in broad plaids as tan barred by stripes of brown, black, red, grey, in the broad plaids and in stripes, and heather mixtures plaided by bright color.

New colorings in the fine wool Canton Crepe—the ideal cloth for dresses.

Silk Dep't.

NEW 36 and 40-inch Silk Chiffon Velvets, black and colors. 36-inch plain and figured Corduroys.

Hint from Wash Goods Section

ARE you planning on any Jap Crope for dresses, children's clothes or fancy work? Better get it now while the present assortment and prices last.

Pictorial Review Patterns

are plainly marked, simply cut, with extraordinary care as to line and fit. Each pattern is illustrated in the new

Fall Fashion Book Dress 1840 45 cents



New Neckwear for Autumn

OUR complete Fall showing of Neckwear is here. New and novel ideas in Collars, Vests and Collar and Cuff Sets, made in plain and fancy nets, also laces and embroidery. New and attractive patterns in Vestings and Ruffling, by the yard, in white and cream; nets, laces and embroidery—all reasonably priced. Our new Ornaments and Girdles are here.

Showing of Distinctive FALL HATS

Just real Quality Millinery. You want Quality, Individuality and Style.

We believe we have it, anyway we want you to be the judge. The new ideas are being shown now. Our buyer is just back from the eastern markets with a wonderful showing.



Second Floor Section

THIRD FLOOR—Rug and Drapery Section

Wilton Rugs

DISCONTINUED PATTERNS

16 only, 9x12 ft. size, extra quality Wilton Rugs, \$125 - \$100 value, special at each.

RAG RUGS—27x54-inch size, extra heavy quality Rag Rugs, mottled effects, in good serviceable colors, \$1.75 value, special for Monday only, at each **\$1.25**

Curtain Nets

A FEW PIECES

Filet Nets in the ivory and ecru colors, \$1.00 value, to close out at per yard **75c**

Blanket News

BLANKET TIME — and we ask comparison. We will send Blanket to your home for comparison.

Here is a real Blanket bargain—Note the size—70x80—cotton and wool. Just enough cotton to insure against shrinkage, weighs full five pounds. Price only—

\$9.00

In an all Cotton Blanket—Plaids, in grey, tan, blue and pink. Note this size—74x84—big in size and weight—heavy cotton—and the price is only—

\$5.25

Children's Knitted Outer Wear

COMPLETE LINES of new three-piece Suits. Plain knit, brushed wool and jersey. Plain knit of soft zephyr wool for tots from one to three. Brushed wool, extra heavy and warm.

Something new—Jersey knit, very durable. These Suits will retain their shape when washed. Sizes two to six years.

Princess Slips

NEW Princess Slips, made of tricotette and radium silk, camisole tops—in navy and black, priced at **\$5.75**

Lingette and Sateen Slips, in taupe, navy and black. Price \$2.50, \$2.75 and \$3.50

Post Graduate Practipedist Now In Our Store

We have in our store now the services of a Post Graduate Practipedist—a foot expert—trained in Dr. Wm. Scholl's methods of foot relief. He will examine your feet free of charge and tell you which one of Dr. Scholl's Foot Comfort appliances you need for absolute foot comfort.

Find out about the foot pains that have been bothering you. Don't let them run on until they become serious—dangerous to your health.

COME IN FOR A FREE DEMONSTRATION.



Dr. Scholl's
Foot Comfort Appliances
and remedies relieve and correct every foot trouble



Wm. F. Strauss

320 Pearl St.

SHOES OF QUALITY.

We wish to announce that we have obtained the exclusive sale of

PATOKA COAL

This coal needs no comment, none better has ever been handled in La Crosse. We guarantee this coal in every respect. Free from clinkers, low in ash, high in heat, does not soot, and the price is low considering what you are getting. Order a ton on your winter's requirements. You will make no mistake and save some money.

3x6 EGG—**\$9.25** | LUMP—**\$9.25** | WASHED EGG **\$9.00**

We also have on hand all other grades and sizes of coal—Pocahontas, Eastern Kentucky, Franklin County, Harrisburg, Hard Coal, Coke and Wood.

ON ACCOUNT OF LOW PRICE MUST BE STRICTLY CASH ON DELIVERY.

A. J. EBERHART COAL CO.

Phone 191.

Phone 671.

THE LACROSSE TRIBUNE AND LEADER-PRESS

A NEWSPAPER FOR THE PEOPLE.

Published every afternoon and Sunday morning by La Crosse Tribune Co., 201-203 So. 8th St., La Crosse, Wis.

LA CROSSE, THE BEAUTIFUL.

F. H. BURGESS, Publisher.
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DELIVER ME from all my transgressions.—Psalms 38: 5.
The Redeemer shall come to Zion, and shall turn them that transgressed in Jacob, saith the Lord.—Isaiah 59: 20.

"Lobbyists"

LOBBYISTS" before the Wisconsin legislature cost their employers \$100,000 the last session of the legislature. The bulk of the money was spent by a few larger institutions, in almost every case concerns of a private nature. Of 239 firms represented, 54 spent \$500 or more.

We refer to these gentlemen as "lobbyists" because it is an old and familiar term. As a matter of fact, technically, "legislative agent" is the right expression. It was substituted for the word lobbyist a number of years ago when there was passed a statute which took from the occupation of lobbying much of its bad repute, or at least of its bad effects. One might feel that where \$100,000 had been spent to influence the legislature in private interests, great wrongs resulted, but probably this is not the fact. If had lobbying was done, no doubt it was done by people who were lobbyists in the old sense, and in violation of law, rather than by the recognized legislative agents. For under the present law, a legislative agent must register, setting down the purposes of his appearance. He may not do his work on the floor or in the lobbies, but must make his appearance in a formal way before a committee of the legislature and present his argument in public. In the old days the lobbyists over-ran the state house, furnished free drinks for members of the legislature, passed money about if they could get anybody to take it, and as a last resort sought to entangle their victims in poker games or social escapades. Wisconsin has sought to root out this evil, and has succeeded to a great extent.

The present method seems to be justified. Business firms who send legislative agents to Madison are commonly referred to as "special interests," but it must be admitted that where legislation affects a business concern especially that concern has a special interest entitled to be heard. Since appearance must be in public before a committee, the only influence to be exerted is that of logic, and legislators need not fear logic, albeit some of them have too little acquaintance with it.

Legislative agents who adhere to the law pursue a respectable and often a useful occupation, and so are legitimate. Where any of them go beyond the privileges accorded to them by statute, they are law violators, and should be given the air.

Commonplace

It takes a strong-minded person to walk, nowadays. One can remember not so many years ago when pedestrians would look more or less yearningly at their friends who drove by in the occasional automobiles. It was an event and a privilege to be picked up for a ride. The Sunday afternoon invitation for a drive was the equivalent of any amount of formal entertaining in the social account books, a gala occasion to be prepared for several days in advance and eagerly anticipated.

But times have changed. Instead of a few score there are a few thousand automobiles in La Crosse now. It is no longer a distinction to drive, and the rather embarrassed feeling of superiority with which we used to look on the common herd from the elevated seat of the mighty is completely forgotten. Can you remember how you felt the first time you rode in a car? Probably you can—just barely. But you can hardly imagine feeling that way again. The automobile is a common-place. Riding behind a fast horse would give you twice the thrill.

No one is ever particularly anxious for what is easy to get. So instead of being anxious to get a ride, most of us are now eager to find some one to take a ride with us. Watch the gentlemen who are not so young as they once were and who walk on the doctor's orders. Exercise to order is always hard to take, but doubly hard nowadays when every half block a friend toots his horn, steps on the brakes and swings the door invitingly open. Of course the friend is thinking of getting company rather than offering a favor, but nevertheless it takes will power to resist temptation's assaults by the wholesale.

The editor recalls, not so long ago, writing a piece in which he urged the favored owners of automobiles to remember the less fortunate, dwelling at some length on the evidence of selfishness to be seen in empty rear seats. That piece would be a laugh today. More to the contemporary point would be a paragraph urging pedestrians to be less exclusive and cocky, and more generous in vouchsafing their company to lonesome friends offering lifts.

The day of the automobile as a luxury and symbol of superiority is done. It is a convenience and a necessity, but not more satisfying to vanity than a bicycle. Hiking is coming into fashion, and we should not be surprised to see riding and driving horses come back with a vengeance, before long. The smart thing in every age is what only a few can afford. And that, emphatically, is no longer the motor car in the United States.

"The Gentle Art"

THE gentle art of self-defense received its most conspicuous demonstration on Friday night in the Polo Grounds, New York. Mr. Luis Angel Firpo of Buenos Aires, fighting with one right fist, was beaten by Mr. John Dempsey, of Salt Lake City, fighting with two fists and his head. It was an exhibition of skill seldom surpassed by the best bar-room fights of lumberjacks in the good old days when the rafters used to send law-abiding folks home to bed in La Crosse as soon as night fell. Even the experts, right at the ringside, cannot agree among themselves whether the challenger was knocked down four, five, or seven times in the first round, and whether the champion was floored twice or thrice. They do agree that nobody saw anything remotely resembling boxing in the entire encounter. It was a knock-down and drag-out in the simple old-fashioned style. But there was nothing old-fashioned about the gate receipts—nearly a million and a half—or about the prizes of the, by courtesy, boxers. Mr. Dempsey took half a million, Mr. Firpo a hundred thousand dollars. This sort of thing is an excessively modern development of the "manly art."

CHURCH NEWS

Furnished by the Church News Association

A World Conference on Faith and Order, to be attended by delegates from every Christian body in the world, the Roman Catholic alone excepted, announced to be held in Washington in 1925 is likely to be changed in place of meeting, the year 1925 to be retained. Bishop Brent of the Episcopal Diocese of Western New York, is chairman of an important committee, and makes the statement of a probable change. The purpose of the conference is church unity. There is to be held in New York on September 26 a committee meeting, to be attended by representatives who will have just returned from Europe, and it is now known that such representatives will urge a change of place, but will report that European leaders believe the year 1925 is all right. The city most favored is Jerusalem, and the decision is likely to be that city, provided it is found accommodations are ample. It is proposed to fix the number of delegates at 1,200 but there will be a considerable number of visitors. The city next preferred is Geneva.

Estimates of property losses of religious bodies in the United States, by the earthquake and fire in Japan, are a total of not less than \$4,500,000. The losses of life were few, not being above ten. Property losses have not been reported from Japan, but New York and Washington figures are thought to be fairly accurate. The losses include \$550,000 Episcopal, \$450,000 Catholic and \$75,000 Bible societies, books being among the heavy items. Most of the American secretaries have sent word to people offering money for relief through their boards to send the money through the American Red Cross. The societies informed would be giving that the first duty is relief of all the people, and rebuilding properties can wait. As far as possible, the American societies will urge, it is said, that properties given in the first place by Americans shall be rebuilt by them. The emperor of Japan gave \$25,000 to St. Luke's hospital, but will not be asked, it is said, to repeat the gift. The hospital, the foremost one in Japan, was wholly destroyed.

The visit to America of Archbishop Soderbloom of Upsala, Sweden, is primarily to further the plans of a new theological seminary that is to be a part of Augustana College at Rock Island, Ill. Besides this errand, his visit is to be utilized by American Lutherans who have long been separated, but have now come together to the extent of two main bodies. Augustana College is supported chiefly by Swedes in America, and has more than a thousand students. The new seminary is, of course, the further the training of pastors for Swedish American congregations.

Business and professional men of the Baptist churches of the South announce a convention to be held in Memphis early in 1924, and are already making plans for it. The city named has started work, and guaranteed part of the expense. The aims are new, and show Southern Baptists to be in the lead of all Christian bodies. Usually they are charged by northern bodies, and especially by Northern Baptists, with being over conservative.

High prices for material, and wages that go higher each year, are sending religious weeklies into the scrap heap. Most of those that are saved, if they represent old line Protestant bodies, are now subsidized. It is said, either by benevolent societies or by private gifts. The latest to open its books and show deficits covering the past four or five years is the "Living Church," the Episcopal organ, quite unofficial as are all Episcopal papers, but standing for the "High Church" thought and practice of the religious body named. The deficits run \$100 a week, and are steadily increasing. With this paper they have been going on since 1913, and the paper has only been kept alive by gifts, and from profits gained by the sale of religious literature.

Catholics have two big educational plans in hand, one under the Society of Jesus, the other in the hands of the Theatine Order, the last named originating in Spain. St. Ignatius College of Cleveland is to grow into the Cleveland University, and a campaign starts this fall to raise \$3,000,000 to finance the development. Business men of Cleveland, Akron, Canton, Youngstown and Lorain have been named. The sum mentioned is only a start, it being announced that the project, in the years to come, will call for \$15,000,000. The claim is made that such institution will put northern Ohio into the front rank of education. The university is to lay greatest emphasis upon the old university courses. It is stated.

COURT ACTION IS SOUGHT TO OUST FIRED OFFICIALS

ST. PAUL, Minn.—The attorney general's office Saturday made application to the state supreme court for a writ of quo warranto directing Vice Mayor E. Essling, mayor, and A. E. Van Buren, clerk of Eleventh, Minn., to show cause by what authority they continue to hold office after they had been removed by Governor J. A. O. Prens. The writ is made returnable in the supreme court September 26.

The action followed formal application to the attorney general by James Giblin, an attorney of Eleventh. He was one of the signers of a petition to Governor Prens preferring charges of misconduct and incompetency in office against Essling and Van Buren.

You've Been Waiting for These NEW ARRIVALS

COAT SWEATERS

In brushed wool, striking color combinations, also plain with contrasting trims, with or without collars, front or side fastening—

\$5.00 to \$15.00

Also Skirts to Match

SPORT SKIRTS

Wrap-around styles, plain materials, also plaids with pockets and large button trimming. These are the very newest for sport wear—

\$5.50 to \$10.00

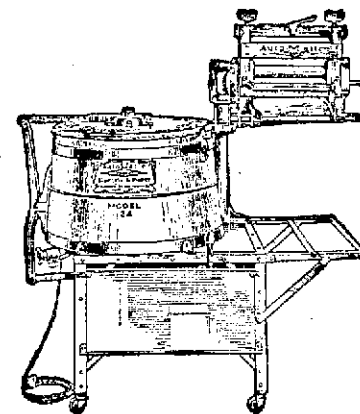
COAT DRESSES New garments are arriving every day. Come and see them

LOTTIE'S READY-TO-WEAR SHOP

109 North Fourth St.

Second Floor

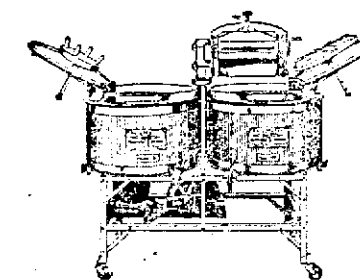
"An Investment In Household Economy"



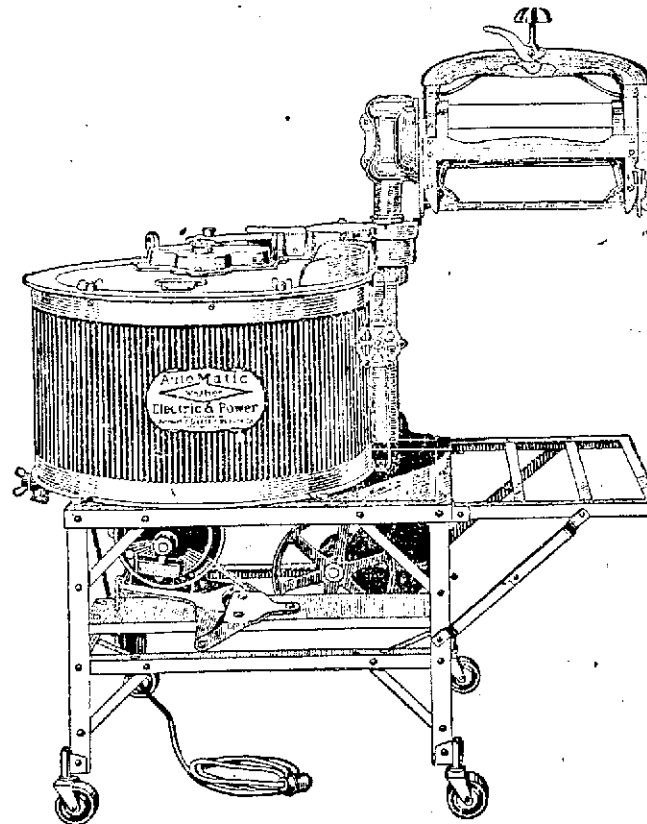
Our Model 44 Wood Tub Electric. Cash... **\$85.00**

Buy An Automatic Electric or Pulley Power (for Gas Engine) Washer and Bank the Difference.

"TWINS That Would Be Welcome"



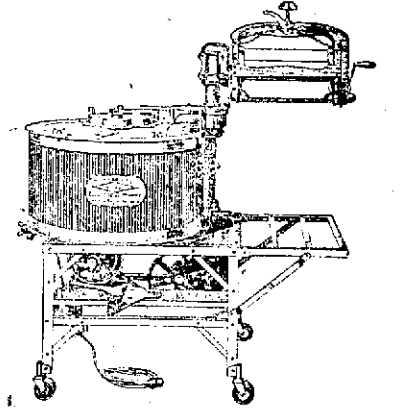
The Electric AutoMatic Washer



THE LEADER

We have sold a great many of these COPPER TUB AUTOMATIC WASHERS here at La Crosse and we should like to refer you to the users; and we will demonstrate without any obligation.

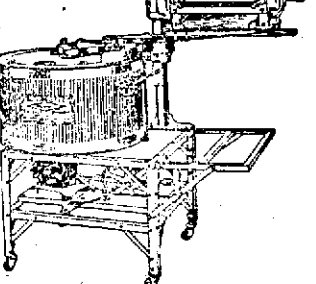
4700 HOURS NIGHT AND DAY FULLY LOADED WITHOUT A BREAK.



The Fastest Washing Machine Ever Made.

CALL 788C

"A Mechanical Servant"



E. C. MANKE HARDWARE

1302 Caledonia Street.

OUR MONUMENTS EXCEL

in permanency of material; beauty and durability of polish; practicability and dignity of design.

COME AND COMPARE. A large assortment to select from.

Vach-Werner Monument Co.

1301 So. 8th St.

La Crosse, Wis.



It's only natural--

That those who always—
Demand the better things—
In life should choose—
"Charman's" to satisfy—
Their cravings for a—
Superb sweet—
For here they find—
A degree of elegance—
Not to be found elsewhere—
Enjoy a box today.

The Sweetest Gift of all.



Funke's
Candies

FINANCIERS OF AMERICA FOUND ALL OVER EUROPE

Blumenfeld Says Settlement Will Come With American Money

"You find American bankers and heads of great American financial houses wherever you go in Europe," said Frank P. Blumenfeld, president-treasurer of Blumenfeld, Locher Co., wholesale milliners, Milwaukee who has just returned with his bride from a wedding journey abroad. He was married in La Crosse June 27 to Mrs. Emily Lindemann, widow of August Lindemann.

Mrs. Blumenfeld's daughter, Miss Charlotte Lindemann, and Mr. Blumenfeld's granddaughter, Miss Irene Lampert, La Crosse, accompanied them.

"The one thought in Europe today is that settlement of European affairs will only come through American financial intervention, and the presence of our leading financiers there, doubtless by invitation, seems evidence that they recognize the situation and are studying it quietly. An American loan to Germany seems to be consid-

ered by the people generally as the logical way out of the muddle."

Brother is Political Power

Mr. and Mrs. Blumenfeld visited Ralph Blumenfeld, the former's brother, head of the London Daily Express, and through him came into touch with many famous persons. They attended an entertainment given by Lord Ashfield at his London house, at which many government officials and the Prince of Wales were present.

"Ralph is a political power, not only in England, but all over Europe," said Mr. Blumenfeld. "Wherever we went—to clubs private homes, or elsewhere—he was continually called into conferences by important men. He is on intimate terms with the present premier."

Mr. Blumenfeld was also close to Lloyd George, but he predicted the downfall of Lloyd George's ministry six months before it occurred. Lloyd George is very much like La Follette. His tenure of office depended upon opportunity and circumstance.

Astonishes Stail Londoners

"The Express is continually astonishing England with some new thing," said Mr. Blumenfeld. "The latest is an immense electric sign on top of the highest building in the heart of London, giving every night the leading headlines that will appear in The Express next morning. The paper has a circulation of a million or more daily. Lord Beaverbrook is as-

sociated with my brother, but only in the financial end of the enterprise—the editorial end is left wholly to Ralph.

"Its machinery came from Chicago. It's the busiest, most hustling place you can imagine but at 5 p. m. everyone stops for tea, as they do everywhere in the London business world. There is much unemployment in England, especially in the provinces where there is no market for agricultural products. England has the same transportation troubles that we have here and high freight rates take away profits."

Mr. Blumenfeld did not go to Germany but talked to persons who have been there and believes that Germany, for the present, is content to have the French in the Ruhr until her own disputes are settled.

"Paris swarms with Americans and English is spoken everywhere," he said. Adding that he was impressed by the contrast between the French and English countryside—the former run down, untidy and not clean, the latter spick and span and prosperous.

FRED H. HARTWELL
LAWYER
310-325 State Bank Bldg.
LA CROSSE WIS.

WILLYS KNIGHT

price reduced to

\$1175

5-pass. Touring	Now \$1175
2-pass. Roadster	Now \$1175
7-pass. Touring	Now \$1325
5-pass. Country Club	Now \$1635
5-pass. Coupe-Sedan	Now \$1550
5-pass. Sedan	Now \$1795
7-pass. Sedan	Now \$1995

All prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

OVERLAND PRICES ALSO GREATLY REDUCED

La Crosse Overland Company
Fifth and State Sts. Phone 103

A Young Man "Wise in His Generation"

A young business executive had made a will, leaving his property and insurance in trust for the benefit of his wife. He had made the trust arrangement to spare his wife the burdens of financial management and to protect her from ill-advised investment.

A short time after the making of this will, a child was born. Under the law, the existing will thereupon became invalid.

The young man sought his lawyer and was advised how he could obtain the benefits of a trust provision for both his wife and child. Accordingly he made a new will.

This was, indeed, a young man "wise in his generation." Does your will fit the needs of today? If it does not, today is the time to change it.

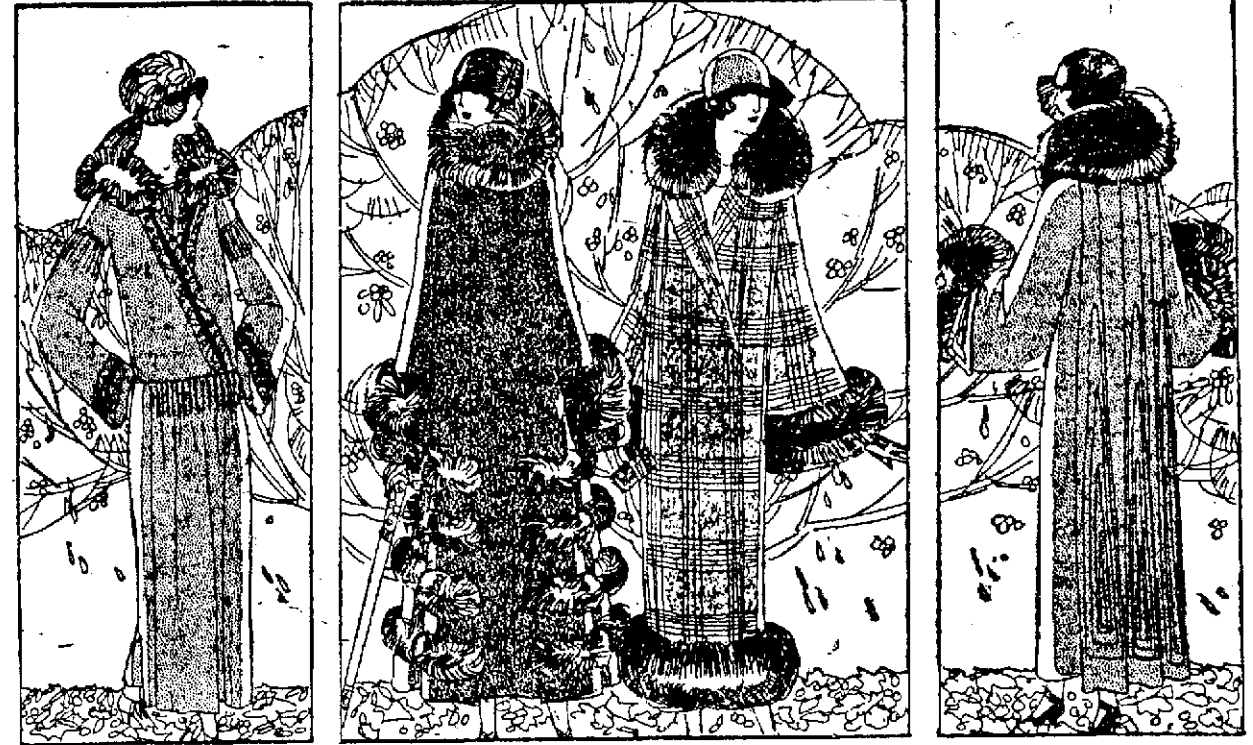


By bringing your will up to date, you can name this Company as your executor and trustee, if you have not already done so. The advantages of doing so are outlined in a booklet entitled "Safeguarding Your Family's Future," which we shall be pleased to supply on request.

La Crosse Trust Company
311 Main Street

FRED W. KRUSE CO.

WOMEN'S, MISSES' and CHILDREN'S APPAREL.
Between 5th and 6th on Main St.



Select Your Fall Apparel Now While New Stocks Are at their Loveliest

WHAT is more gratifying to all fashion-loving women than the knowledge that the new apparel modes are now ready for inspection and selection? Here is evidence of the smartest twists fall frocks have taken; newest Suit ideas; and Wraps from the fullest to the slimmest in silhouette. It will be a pleasure to choose your fall wardrobe now and early selections are advisable.

FROCKS for the Street

In Numerous Clever Styles

THE Coat Dress, youthful and easy to wear, is just one of Fall's many street frocks. There are belted types, dresses with contrasting backs and fronts, and flounced ones, equally fashionable. Some popular Fall materials are charmcen, rep and twill, but numerous other fabrics are also used.

\$50 to \$150

Smart SUITS

Always in Good Taste

FASHION has brought three-piece Suits, two-piece Dress Suits and tailleur for Fall. They differ entirely from last year's. Fabrics soft and lustrous or oddly plaided, new colors, beautiful fur trimming or long new lines make each one unusual and extremely smart. Velouria, gerona and marleen are some of the exquisite pile fabrics used.

\$75 to \$225

COATS and WRAPS

Exhibit the Slim Silhouette

THE NEW FALL COATS and Wraps cling to slimmest and straightness but often show smart flaring in their skirts and fullness in their sleeves. Gorgeous furs are used lavishly in enriching these Coats. Some of the fabrics are gerona, lustrous, excello, amvolaine and Arabia. It might interest Sports Women to know that we carry Hart Schaffner and Marx Coats for women. It is an interesting collection worth seeing at once.

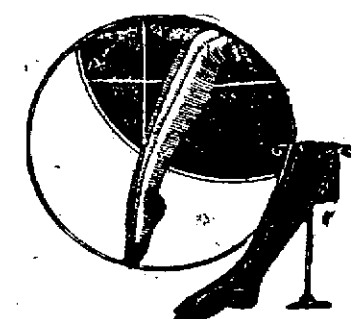
\$50 and Up



New Sweaters ARE HERE!

SUMMER'S Sweaters are not Fall Sweaters. No, there are clever new ones for the new season. Newest coat sweaters, jacquettes, vests, slip-on and tuxedo so interestingly woven and colored will make Autumn sports gleam with fun.

\$5.95 to \$25.00



Fall Hosiery

featuring Oynx and Gotham gold stripe. Whatever your Hosiery wants may be, you can find them here. We carry a complete line of chiffon, all silk, Pointex and numerous other styles. By carrying the newest and most popular Fall colors, we are in a position to match any shoe. Reasonably priced at

\$1.95 to \$3.50

WOMAN'S CLUB WORK FOR NEW SEASON BEGINS

First Meetings and Plans for
the Year's work in Clubs
Announced

At many La Crosse clubs are organizing in the next few weeks to start their activities for the new club year, after the summer months of inactivity. All organizations are enthusiastic about new plans for the coming year. The following list of coming activities is not complete but further announcements will be made during the season.

College Club. Meeting the first Thursday in October. This meeting is open to all college women of La Crosse. The new teachers will be introduced to the women who have come to the city during the summer are invited to the meeting which will be at the home of Mrs. J. H. Cameron, 1215 Main street.

Catholic Women's League. On the 22nd of October a dinner will be given at the home of Mrs. J. H. Cameron, 1215 Main street. A meeting will be held at the same time at the home of Mrs. J. H. Cameron, 1215 Main street.

Service Star Legion. The state convention will be held here in October. The national convention will be held at the same time at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. First meeting Monday, September 17th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Second meeting Tuesday, September 18th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Third meeting Wednesday, September 19th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Fourth meeting Thursday, September 20th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Fifth meeting Friday, September 21st. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Sixth meeting Saturday, September 22nd. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Seventh meeting Sunday, September 23rd. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Eighth meeting Monday, September 24th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Ninth meeting Tuesday, September 25th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Tenth meeting Wednesday, September 26th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Eleventh meeting Thursday, September 27th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Twelfth meeting Friday, September 28th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Thirteenth meeting Saturday, September 29th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

La Crosse Women's Club. Fourteenth meeting Sunday, September 30th. The club will meet at the home of Mrs. J. H. Cameron, 1215 Main street.

Society

THE A. C. CARTERS PASS THEIR 58TH WEDDING MILE POST

ON FRIDAY, September fourteenth, Mr. and Mrs. A. C. Carter, 1803 Charles street, celebrated the fifty-eighth anniversary of their marriage which took place in this city. With the exception of about three years, Mr. and Mrs. Carter have been residents of La Crosse. No formal gathering in celebration of the event was held.

Card. MRS. MYRON Savage was hostess on Saturday to eight guests at her home, 1135 Main street. Two tables of bridge were played.

Luncheon. MISS MARGARET Pryor entertained at luncheon on Saturday at the Tea room. Plans were laid for the fourth bridge featured the entertainment of the afternoon.

Sale for Scholarship Fund. All the girls in the city will be asked to contribute to the scholarship fund. The fund is for the purpose of helping girls who are unable to attend school. The fund is for the purpose of helping girls who are unable to attend school.

Check-Meek. A MARRIAGE ceremony was solemnized at the St. Joseph's church on Saturday morning when Miss Rose Miskel, daughter of Mrs. Jacob Miskel, became the bride of Mr. Frank Miskel, son of Mr. and Mrs. Miskel.

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home of Mr. Cronen's parents, Mr. and Mrs. Edward Cronen.

MRS. LAWRENCE Nelson of Minneapolis is the guest of Mrs. Arthur Selwahe.

MR. AND MRS. Frank Jansky of St. Louis and Mrs. Oscar Jansky of St. Louis were guests for a few days during the week of relatives.

MR. AND MRS. V. G. Williams motored here from Milwaukee, accompanied by Mr. Merrill Williams and Miss Grace Williams. They were guests for a few days during the week of relatives.

MRS. ELIZABETH Morgan of Neenah motored here for a week's visit at the home of Mr. and Mrs. W. D. Weedy, who also have their guests, Mr. O. H. Morgan of Rice Lake for the week-end.

AFTER SPENDING a few days at the home of Mr. Taylor's parents, Mr. and Mrs. H. T. Taylor, 1100 State street, Mr. and Mrs. Harold T. Taylor, who are returning from their honeymoon trip to Winnipeg, left Friday for Minneapolis where Mr. Taylor will be employed as a director at the University of Minnesota. Ray A. Taylor, another son, also left for the University of Minnesota where he will take the commerce course.

P. W. MAHONEY has gone to Cincinnati, O., to represent the state at the National Grand Lodge of the I. O. O. F. They will be gone over a week.

MISS EDNA-MAUDE Batchelder will leave Wednesday morning for Madison to attend the University of Wisconsin.

MISS GLADYS Wheaton leaves today for Sioux City, Ia., to take a position as supervisor of physical education in the city schools.

THE LADIES Aid society of St. John's Reformed church will hold a meeting Thursday, September twentieth on account of the fair. The first meeting in October will be the date of the next meeting.

MRS. JOHN S. Houghton's Sewing Circle of Our Savior's Lutheran church will meet Monday afternoon at the home of Mrs. Regina Stavrum, 1122 King street.

THE SONS of Veterans Auxiliary will meet Monday afternoon at the home of Mrs. Regina Stavrum, 1122 King street.

THE MISSSES Ethel Grant and Helen Simonsen left Saturday noon for Milwaukee where they will enter school to specialize in kindergarten. They will also take up music.

Born Thursday, September thirteenth, to Mr. and Mrs. Harry Kobat, 1515 Barlow street, a daughter, Beverly Jean.

An eight pound son, John Burns, was born Saturday, September eighth, at St. Ann's hospital to Mr. and Mrs. Jacob J. Tadesky, 105 North Nineteenth street.

Mr. and Mrs. Henry Kehr, Jr., are the parents of a daughter, Shirley Rose, six and one-half pounds, born Tuesday, September eleventh, at the La Crosse hospital.

DR. SKEMP OPENS
OWN OFFICE ON
SATURDAY HERE

Dr. A. A. Skemp, who for several years has been associated with the medical firm of Drs. Evans, Bannan and McGarry, has recently severed his connection with that firm and has established an office of his own at 409 Main street, over the Bartel store. Dr. Skemp moved into his new office on Saturday.

Beautiful at 57
I owe this to my mother. She said, "Science knows some way to beautify the hair. Let us find it." So we searched the world until we found the best that science offered.

Mother died at 57 with hair like mine today. Never a hair turned gray. I used what she used and with like results. Scores of my friends have done likewise, and all have this beautiful hair. So I am convinced that millions can enjoy these benefits, and I am going to help them to do it.

Hair is Stiffed
Experts tell me that hair health depends on a healthy scalp. An oil called Sebum accumulates there, grows hard and clogs the pores. Dandruff attacks the scalp. Then the stiffed hair roots deteriorate or perish.

The pigment which gives hair its color becomes stiffed in a like way. Then some hair falls out, some loses

YOU want your dollar
to buy as much heat
as possible.

Our HARRISBURG COAL will give you more heat and less ash for your dollar than any other coal mined in Indiana or Illinois.

GIVE IT A TRIAL.

WHITEBREAST COAL CO.

John C. Burns, Pres.; F. W. Fox, Vice-Pres.; J. D. Becker, Sec'y-Treas.

217 CASS STREET.

Mr. and Mrs. William Elsholtzer of Los Angeles are the parents of a son born August 29. Mrs. Elsholtzer was formerly Miss Esther Will-

et of this city.

FIRST MEETING FOR BUSINESS WOMAN'S CLUB

Year's Activities to Start with
Dinner at "Y" Monday
Night

The La Crosse Business Woman's club will hold the first meeting of the year Monday, September 17th at the Y. W. C. A. Dinner will be served at six thirty. A program is to follow the dinner. Miss Anna Mashek and Miss Bertha Shuman who attended the "Wild Life" school at McGregor, Iowa, this summer, will talk about the school. Miss Dorothy Woods will give a musical program.

This year's work will be discussed at the meeting, the club is planning to work for a club home, as they have at present no meeting place.

The new officers for this year are listed below. The reception committee have given a new department.

President—Mrs. Cora Wright.
Vice president—Miss Mary Devine.
Secretary—Miss Grace Ogden.
Treasurer—Miss Otilia Sclander.

Chairmen and Committee Members.
Membership—Miss Teresa Bissen.
Chairman: Miss Ida Peters, Miss Callie Robinson.
Publicity—Mrs. G. A. Conner, chairman; Miss Marie Richmond, Miss Sadie O'Rourke.

Activities—Miss Irene Baker, chairman; Miss Olive Cook, Miss Katharine Myers, Miss Aletha Rose, Miss Stella Helwig.
Reception—Miss Laura Larsen, chairman; Miss Lucy Bauman, Mrs. Cornelia Gessell, Miss Olga Strach.

Finance—Mrs. Emma Kauffaus, chairman; Miss Phyllis Richter, Mrs. Elizabeth Jenks.
Courtiers—Mrs. Elizabeth Cole, chairman; Miss Mabel Baker, Miss Emma Mooser.

Refreshments—Mrs. Maebelle Mell, chairman; Miss Carrie Owen, Miss Florence Fisher, Miss Meta Jones.
Club rooms—Miss Carrie Marsh, chairman; Miss Ida Hill, Miss Josephine Hirtzen.

Mr. and Mrs. Fred G. Cowles and daughter, Miss Lucile Cowles, leave this morning for Minneapolis to spend a few days before returning to Oklahoma after a visit with friends here.

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Local News

Dance Yeomen hall Sunday, Peavy's Jazz Band.

Manufacturers, merchants and jobbers can secure fair tickets in lots of fifty or more at the Batavian National bank.

Plumbing as it should be done. W. F. Schram. Phone 46.

Chicken sandwiches Saturday and Sunday, Bluff Arcade. Phone your order, 2694-A.

Mr. and Mrs. Peterson motored here from Greenwood, Wis., to visit friends and relatives.

Peaches on sale Monday, Market Square. We will finish our carload Monday. Remember the finest canning peaches La Crosse has seen this year. E. E. Beeman.

Special prices on millinery for fair week. Miss Bergetha Thompson, 225 North Seventh.

Jos. Bruta, contractor, building and remodeling, 1907 13th Place, phone 1481-R.

Misses Angeline and Bertha Fuchs have returned from a two weeks' visit in Milwaukee.

Announcement is made by Dr. A. A. Skemp that his office is now located at 409 Main street, above Bartel's store. Residence phone 644, office phone 644-3 rings.

The fall term of the Tri-State (Keefe) Business College will begin September 18th.

Persons having rooms to rent for fair week are requested to list them with the Chamber of Commerce, telephone 36.

Chiropractors, Rishmiller, Palmer graduates, 520 So. 4th. Phone 214.

Herman Jelder of West Salem transacted business here yesterday.

Most folks know the kind of fruit I bring to La Crosse and come to see me each year. This time it's peaches and Monday the last day. On the Market Square. E. E. Beeman.

Costley, courthouse, draws wills.

Special announcement—The introductory sale of Jarvis Toilet Preparations at the Hebbard Drug Store will be continued through fair week.

Mrs. Sagen and daughter, Freda, 1532 Liberty street, have returned

from a few weeks' visit in Morris-

town, Ill.

Again Monday Peaches on sale at the Market Square—finest canning peaches direct from Idaho. E. E. Beeman.

Franklin Rahnning has returned to West Salem after visiting friends here. Memory is good, but a photograph is better. Moll Studio.

Mr. and Mrs. J. Schumaker are visiting relatives in Sheldon, Iowa.

If you want to reduce or gain weight, if you want a special diet consult a dietitian who has made a special study of this subject. Dr. Carl F. Meyer, N. D. C. F. S. D., 122 So. Tenth street, phone 407.

Mr. and Mrs. J. V. Winters have returned from a fishing trip to Squaw lake.

Special for Sunday "Variety Brick," Vanilla, Chocolate Nut, and Lemon Ice Cream. At your dealer, Tri-State Ice Cream Corporation.

Chicken supper served tonight at Cheese Factory instead of M. E. church.

Mrs. J. Harpe of Chicago is visiting her sister Mrs. M. Hickey, 1806 Liberty street.

Be at the Rainbow Gardens (the Pavilion Beautiful) Wednesday night. You won't be sorry.

Miss Ethel Hayes has returned to her home, 1810 Wood street after an extended trip through the east.

Wealthy apples 25¢ a bushel and up—good ones. Harris Fruit Farm, La Crescent, Minn.

Miss Georgia Holmes of Minneapolis, arrived in La Crosse last night to spend two weeks vacation with her mother, Mrs. G. N. Holmes and brother Walter at 903 State street.

Thursday the Special will be stationed at Newburg's Corners and that night moving pictures, health films, will be shown to the public. This is the only place the films will be shown as this is the only two day stop made.

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NEW OAKLAND PASSES THROUGH CITY; HAS MANY NEW FEATURES

One Car of Trial Fleet Performs for Local Audiences; Four Wheel Brakes Tried

Touring from Pontiac, Mich., to the coast, car number one of the demonstration fleet of six cars sent out by the Oakland company arrived in La Crosse Saturday afternoon. The car was driven by Don V. Dole, and W. J. Robinson of the Wisconsin Oakland company of Madison accompanied him. The car had covered 8,800 miles, and was running on scheduled time. It left Eau Claire at 10:30 Saturday morning, and arrived here in the early afternoon.

The car in which the travelers arrived was the new "True Blue" Oakland, the first one of its kind seen in the city. When the car reached La Crosse, a demonstration was arranged for the chief of police and a Tribune reporter, to show the efficiency of the four wheel brakes. The car was speeded up to 35 miles an hour and then brought to a complete stop within a few feet. It was also demonstrated in traffic and in turning corners.

Some of the new features of the 1934 Oakland are the four wheel brakes, the centralized arrangement of all of the operating controls on the steering wheel, and the permanent tops. The four wheel brakes allow the car to come to a swift, jerkless stop, without skidding. The permanent tops, on the steering wheel makes it unnecessary for the driver to take his hands off of the steering wheel, except to shift. The gas lever, choke, ignition, and lights are all on the steering wheel. The spark is automatic, adjusting itself to the speed of the car. The permanent top cannot be folded down, and this eliminates the rattling common to the old style tops.

ORGANIZE HOLY NAME SOCIETY HERE THIS WEEK

The Holy Name society is to be organized in St. James Parish this week. Preparatory services and instructions are to be given by the Rev. James J. Murphy of Elroy, and J. Howard Brown of Gays Mills. Father Murphy gives the sermon Sunday evening, Sept. 16, at 7:30. Father Brown preaches Monday and Tuesday evenings at the same hour. A mass will be celebrated at 5 o'clock Monday and Tuesday mornings with a ten minute sermon.

THE WEEK

(Continued from page one)

our five million, and the much more that will follow it until the situation is relieved, will prove a mighty fine national investment.

There is no talk about war in the Pacific now, and probably there won't be in this generation.

They've had a change of governments in Spain. At first glance it looked like a revolution, but the upshot indicates that it was just a political shift. The army, headed by Captain General Primo de Rivera, didn't like the cabinet's policy, particularly its prohibition of the guerrilla warfare in the Spanish Moroccan territory, where Spanish troops have been soundly whipped several times recently. The army plotted, rose up and seized civil power in several government cities, and served notice on the government to quit. King Alfonso advised the cabinet to follow instructions, they quit, and the king named the general who headed the revolt as premier of the new cabinet. The movement seems to have some kinship to the Italian Fascist rebellion which put Mussolini in power, but it was a good deal tamer all around. Perhaps the chief interest of the whole affair is the light in which it places King Alfonso. Kings never look more like puppets than when rebels kick out their places. About the only attractive feature of royalty's job in these days is the salary.

The navy department is still wondering why seven destroyers piled upon a reef off the California coast on Monday, with a loss of 223 drowned. They were steaming through a fog and all crashed within a few hundred yards of each other, making one of the strangest accidents in marine annals. Admiral Coady reported that the fleet was far off its proper course, and that there seemed to be no adequate reason for the disaster. One suspects that there will be several retirements from the navy officer list before the board of inquiry completes its investigation.

Although still in the unofficial, it is reported stage, the negotiations between France and Germany for settlement of the reparations question seem to be drawing toward some result. The German chancellor made public a proposition during the week to give the nation's creditors a mortgage on German private resources as security for payment and the proposal was well-received in France. The mortgage, it is said, will be used as the basis for the issuance of a loan which American banking houses will be asked to float with the additional guarantee of the allied governments. Rumors that the United States will be asked to scale down its war demands on the allied nations in order to ease the load which is being put on Germany are probably "trial balloons" put out to test American sentiment. In any event, it is now apparent that Germany is willing to drop passive resistance in the Ruhr if France will settle, and the French are willing to make concessions. Unquestionably the situation is improved.

Attorney General Daugherty informed President Coolidge on Thursday that the government can not legally use the navy to hunt down rum-runners in territorial waters. Lacking an act of congress specifically assigning the navy to the job, the army and navy can only be called on to enforce the law when there is a break-down of the courts resulting in a clear emergency, the attorney general said. Obviously this means a wet-and-dry fight in the coming session of congress, drys demanding a law to put the navy at work against the rum-runners, and wets opposing.

Senator La Follette is coming home from Russia, after a stay of less than a month, and advance notices say that he is preparing to tell the country that our policy toward the soviet is based on a misconception, that the Russian government is much better than we believe. Senator Brookhart has been saying the same thing since he returned from a similar visit. It should be noted, however, that neither Brookhart nor La Follette speak Russian, and that they were the guests of the soviet during their stay.

Mrs. Luck, 1819 Wood street, has returned from a visit in Chicago.

'ROUND TOWN—

It was about four o'clock in the afternoon and a bunch of fellows were gathered outside of the pool room of George (Hink) Roth, at Sixth and Main street. The usual discussions were in order, when one of the boys straightened up and gazed across the street. He rubbed his eyes and looked again, and then turned weakly to his comrades.

"For the love of Mike, pipe the shiek."

The gang gazed. On the far street corner stood the shiekliest shiek that ever shieked a shiek. He had on overalls and trousers with about a twenty inch bottom and a big insert in the side. His shiek looks hung down his back on a dinto his collar, and grow down both sides of his face into a neat little pair of side burns with spit curls at the end. And get this—instead of a shiek, he had a bright colored silk handkerchief draped gracefully around his neck, a la cow-boy. Girls, you should have seen him.

For a full minute the gang was to dazed to speak; then they came to.

"Hello, shiek," somebody shouted. The fellow paid no attention.

"Genevieve, can I help you on the car?"

The fellow heard this, looked up, and calmly sauntered across the street towards the waiting bunch. He paused about twenty feet away, and surveyed them coolly. The gang was dumfounded.

"I got my fingers crossed," said one of those who had participated in the kidding. "That's probably Jack Dempsey in disguise." The bunch were silent. The fellow stood for almost a full minute, and then walked away.

Which proves that you can't always judge by looks, as the man said after he batted the shiek.

EARTHQUAKE CASUALTIES

OSAKA.—By The Associated Press.—Final figures tabulated by the Prefecture of Tokio on the earthquake casualties place the dead in Tokio at 77,833 and in Yokohama at 33,767. In addition to 120,070 persons are missing in Tokio. It is estimated that more than a million refugees have left the capital for the surrounding country.

BRAZILIAN TROOPS KILLED

BUENOS AIRES.—Seventy Brazilian troops were killed or wounded when their encampment at Cruz Alta, in the state of Rio Grande do Sul, was attacked by revolutionaries who made a furious surprise attack, according to La Nacion's Montevideo correspondent. The state troops fled, abandoning their dead and wounded and quantities of arms and equipment.

STATE PRISON BURNED

THOMASTON, Maine.—Eight buildings of the Maine state prison here, were destroyed by fire tonight at a loss of estimated at \$500,000. Many of the inmates worked side by side with the Thomaston and Rockland fire departments and two companies of coast artillery in combating the fire. One building housing 140 of the 255 prisoners was burned down.

OBITUARY

JOHN STORRELL.—The funeral services of John Storrell will be held at the residence 1424 South Sixth street, Sunday afternoon, Sept. 16th at 2:30. Rev. Claude R. Shaver will officiate. Interment will be in the Oak Grove cemetery.

LEGAL NOTICES

State of Wisconsin, La Crosse County, City of La Crosse, ss.—In Justice Court.

To Fred Brown: You are hereby notified that a summons and garnishment has been issued against you, and your property garnished to satisfy the demand of Mary Burrow, amounting to \$28.64; now unless you shall appear before A. B. Beckman, a justice of the peace, in the La Crosse building, City and County of La Crosse, on the 25th day of September, A. D. 1934, at two o'clock in the afternoon, judgment will be rendered against you and your property sold to pay the debt.

Dated this 7th day of September, A. D. 1934. MARY BURROW, Plaintiff.

COMISKEY ISSUES CHALLENGE TO CUBS FOR A CITY SERIES

CHICAGO, Ill.—Charles Comiskey, owner of the Chicago American team, the White Sox, Saturday issued a challenge to William Veeck, president of the National League Cubs to play a series for the championship of Chicago. This is the first time in fourteen years the Sox have had to challenge the Cubs, the Sox having won the city pennant every year in that time until last year.

The city series will consist of a series of seven games, or less if one team tallies four victories in less games; under world's series rules.

BOB RINGLING AND MECHANICIAN JUMP WHEN BOAT FLAMES

BUFFALO, N. Y.—Robert Ringling of Chicago, owner and driver of Virling II, and his mechanic, Louis Ehrhag, were forced to desert their craft and jump for their lives when the speeding boat caught fire at the mid-way of the free-for-all sweepstakes of the international powerboat regatta in the last heat on the Niagara river Saturday.

CUBS CUT GIANTS' LEAD TO 4 GAMES

CHICAGO, Ill.—Chicago cut New York's lead in the pennant race to four games Saturday by nailing out the Giants' chances, to win in the second straight game of the series, while Pittsburgh and Brooklyn divided honors in a double-header and Cincinnati won from Boston. Cleveland and St. Louis have a one point advantage over the Reds.

PIRATES AND ROBINS SPLIT TWIN BILL

PITTSBURGH, Pa.—Pittsburgh and Brooklyn divided a double-header today, the Pirates winning the first game 10 to 1, and the Dodgers the second, 13 to 3. Scores:

First Game: Pittsburgh 10, Brooklyn 1. Scores: Pittsburgh 100,000,000—10 10 1; Brooklyn 100,000,000—4 7 0. Ruthner and Taylor; Meadows and Schmidt.

YANKS WIN FOURTH OF LAST FIVE PLAYED

NEW YORK.—New York won its fourth victory of the last five games played with Chicago, 10 to 6, Saturday. The Yankees turned the tide in their favor when they were helped by four Chicago errors, two of them by Eddie Collins in the third. Babe Ruth, in his first time up in the first drew his 14th base on balls breaking his own record which he made in 1920.

RED SOX CLEAN UP WITH INDIANS

BOSTON, Mass.—Boston cleaned up the three game series with Cleveland by winning Saturday, 11 to 6. Cleveland did comparatively little with Hamke after the first inning. The visitors used six pitchers and three catches.

Glad Tu Meat Chu

Sugar Cured Hams, surplus fat removed, 10 to 14 lbs., at 27c per pound. 14 to 18 pounds, lean, at 25c per pound. Take one home to bake or boil.

JEHLEN & SONS Phone 236. 121 So. 3rd St.

"SPARK PLUG" TURNS UP IN LOCAL POTATO PATCH

It might be a baby mastodon or a miniature dinosaur, or perhaps an Iguanodon or a Megalosaurus, (whatever those are) dug from the resting place of ancient animals in Chippewa Coulee. Or it might be an axotyl, a single survivor of a flock of strange creatures that invaded La Crosse about a year or two ago. Or perhaps it is an African ant eater, strayed from its native habitat in search of ants. And then, again, it might be "the late lamented Rex," the famous booby found belonging to Alderman Harry Palmer, and occupant of the world renowned "traveling dog house."



"SPARK PLUG"

Enter one Frank Oehlke, Mormon Coulee farmer, the man who brought the strange and unusual animal into the Tribune office. Mr. Oehlke claims that the "animal" is Oscar, a vicious Wisconsin white potato, captured on his own farm.

And inasmuch as it is a splendid replica of "Spark Plug" we are mov-

LA CROSSE TO SEE FIRST SHOWING OF NEW COMEDY

At the Majestic theater today Billy Maine and his company are putting on for La Crosse theatergoers an entirely new musical comedy, "Goldbrick at Home." This play was written by Charles Morton, especially for Billy Maine and this afternoon's performance is to be its first, not only in La Crosse but in any city. It was designed as a sequel to "Somewhere in France," taking the two main characters out of this play and transporting them to the United States.

At today's performances also the Billy Maine Comedy company introduces to La Crosse Miss Beulah Hayes, new prima donna of the company. Or Miss Hayes, the grand Rapids Press says, "Beulah Hayes' voice in her coloratura aria is of genuine operatic caliber."

LOVE PIRATE TO RETURN

LOS ANGELES, Calif.—Harry A. Roshen, alias L. E. Woods, and several other names, will be returned to Des Moines, Iowa, to face a charge of bigamy there, it was announced by the police today.

INTRODUCING TO YOU THE NEW STA-RITE OIL CONTROL PISTON RING

Give Your Motor a Square Deal
Make a Good Car Better
Install a Set Now

STA-RITE OIL CONTROL PISTON RINGS are made perfectly round by a special process of manufacture, whereby the radial tension is distributed evenly around them, absolutely making them the most perfect ring on the market today.

STA-RITE OIL CONTROL PISTON RINGS are to be installed in the bottom ring groove of each piston. On the downward stroke of the piston the oil reservoir in the face of the ring scrapes the oil from the cylinder wall, forcing it through the oil holes in the ring into the back of the ring groove, and on through the draining holes in the piston, returning it to the crankcase. Sufficient oil is retained in the bottom of the oil reservoir, thus forming a perfect oil seal, and as this oil unloads on the upward stroke it leaves just enough to properly lubricate the cylinders, pistons and rings.

STA-RITE OIL CONTROL PISTON RINGS
POSITIVELY STOP ALL OIL TROUBLES.

Round? Yes, Perfectly.

LA CROSSE MOTORS EQUIPMENT COMPANY

MANUFACTURERS, LA CROSSE, WISCONSIN.

LA CROSSE'S BIGGEST AND BUSIEST SHOE STORE

Kinney's

OUR HIGHEST PRICE \$4.98

Your Fall Footwear

can be bought for less at this popular shoe store. Come and see how you can save money.

Ladies' Suede Dress Pumps in that new shade of brown, medium or low heels, the very latest, per pair—

\$4.98

Ladies' genuine Skinners Satin Pumps, one strap, Junior Louis heels—

\$3.98

Men's Dress Shoes or Oxfords in the new Fall toes, black or brown, Goodyear welted soles, rubber heels—

\$3.98

Ladies' Plain Vamp Oxfords, Goodyear welted soles, low rubber heels, black or brown, or patent, trimmed in fawn suede—

\$3.98

Boys' and Little Girls' school shoes, black or brown, rubber heels, sizes 9 to 13 1/2, and sizes 1 to 6 1/2

\$1.98

Misses' and Children's school shoes, black or brown, rubber heels, sizes 8 1/2 to 2—

\$1.98

Ladies' pure thread Silk Hose, all colors

98c

Infant's patent leather shoes with tops of various shades—

\$1.79

Men's heavy work shoes or Scout shoes, all sizes—

\$1.98

Men's dress Hose, black or brown—

6 pairs for \$1

G. R. KINNEY CO., Inc.

140 Large Stores 113-115 S. Third St. La Crosse, Wis. 5 Large Factories

A Timely Offering in Quality Fur Coats

Tasmania Wallaby Coats\$100.00
Muskrat Coats as low as\$125.00
Hudson Seal Coats, best quality\$350.00
Genuine Northern Beaver Coats\$485.00

Wisconsin Fur Shop

113 No. 3rd St. Miss A. K. La Van, Prop.

It Isn't Necessary

to spend a fortune making your walls homelike and attractive.

If you will take advantage of our close out sale of discontinued patterns of Wall Paper.

We have a good assortment of these papers, and the prices are so low, that it will surprise you for how little money, good Wall Paper can be bought.

COME IN NOW AND LOOK THEM OVER

A. & C. Johnson Co.

111 North Third Street

PUBLIC SCHOOLS OPEN AT VIROQUA BIG ENROLLMENT

More than 300 Enroll in High School; J. P. Joyce Buried Monday

VIROQUA, Wis. — The public schools opened up in this city on Monday with the largest enrollment in the history of the school. Three hundred and fifteen students, 113 boys and 102 girls, were enrolled. Many others are expected to enter later. A number of boys, who are now busy in the tobacco harvest will enroll next week. The school faculty is practically the same as last year.

Funeral Services
The funeral services for Mr. J. P. Joyce, former Viroqua pioneer and citizen, were held at the Stricker home in this city on Monday afternoon, conducted by the Masons assisted by Rev. Emanuel Harris. Mr. and Mrs. Joyce went to Minneapolis to reside

with a daughter, two years ago. They had previously resided in Viroqua many years. A wife, three daughters and one son survive. Mr. Joyce was an active member in the Masonic order during his residence in this city.

VOTE ON HOME RULE
—SPRINGFIELD, Minn.—The village council issued a call for a special election on October 16 to vote on the adoption of a new home rule charter which, if adopted, would give Springfield a progressive city charter.

CLARK'S 21st MEDITERRANEAN CRUISE
Feb. 2, by specially chartered White Star S. S. "BALTIC" 23,664 tons
\$55 days \$600 up including hotels, drives, guides, fees, visiting Madeira, Spain, Athens, Constantinople, 18 days in Egypt and Palestine; Naples, Rome, Monte Carlo, etc. Stop over in Europe and return by "Majestic" or "Homeric" etc.
CLARK'S 4th CRUISE, JAN. 15, \$1000 & UP

ROUND THE WORLD
122 days, including hotels, drives, guides, fees, etc. by specially chartered Cunard new oil burner "LACONIA" 20,000 tons
A floating palace for the trip, Panama Canal, Los Angeles, 18 days Japan and China; option 18 days India, Jerusalem, Athens, etc. Stop over in Europe and return by "Aquitania" etc.
FRANK C. CLARK, Times Bldg., New York

GETS SETTLEMENT FOR DOG KILLED BY TOURIST CAR

Dr. J. J. Powell, through his attorney, W. S. Wadleigh, received a draft last week for \$100 in settlement of a claim for the killing of a valuable dog by a tourist car some weeks ago. The tourist, a Minneapolis man, was detained at the time and gave assurance that he would appear on a certain date. However, he carried auto liability insurance, and settlement came from the company, which also paid all court costs. In remitting, the insurance company stated that in all its fifty-six

years of operation the check to Dr. Powell was the largest it had written in settlement for the killing of a dog. The dog was valued at \$150. It was a beautiful animal, bought last winter when a puppy as a pet for John Powell, Jr.—Galesville Republican.

The rain doctors of Central Africa dance mystic dances to bring rain.

WE HAVE THE SERVICE

everybody is talking about. Service that receives your freight and delivers it promptly anywhere in the city. Try it and you will agree with us.

Phone 179.
GATEWAY CITY TRANSFER CO.

**The Old Hat
Made Like New.
The LaCrosse Hat Works**



425 Main St., LaCrosse, Wis., Phone 154

MODEL NO. 1, \$49.50
50-inch side-tie coat of Salt's crushed fur, fur collar, turn back cuffs, full satin lined and interfaced. Sizes 16 to 46 bust.



MODEL NO. 2, \$59.50
50-inch side-tie wrap-up coat of Kerami fur fabric, newest crushed collar and square cut sleeves, fringe trimmed, Susquehanna brocade lining. Sizes 16 to 46 bust.



**Our Annual Advance Sale of
PLUSH and FUR
FABRIC COATS**

BIGGER AND BETTER THAN EVER

**At a Bonafide Saving of no less than
25% to 33% of Later Season Prices**

BUY NOW AND SAVE

Field's Advance Sale Plan

Mail Orders Promptly Filled—We Pay the Postage

MODEL NO. 3, \$59.50
50-inch straightline coat of Salt's Seal. Three-way convertible collar and deep turn back cuffs. Silk corded belt, Susquehanna brocade lining. Sizes 16 to 46.



MODEL NO. 4, \$65.00
Made of Salt's Hudson Seal. A fur fabric that looks like the genuine Hudson seal fur. 45 inches long, 80 inches wide, full shawl belt, large shawl collar and deep turn back cuffs. Skinners guaranteed lining. All sizes, 16 to 46 bust. Same coat 48 inches long, \$75.00.



Model No. 5, \$85.00
Made of H. & H. seal fur, 48 inches long, 80 inches wide, Susquehanna brocade lining. Extra large shawl collar and deep turn back cuffs of dyed skunk, full shawl belt. All sizes 36 to 44.



Model No. 6, \$98.50
Made of Salt's Seal, 48 inches long, 80 inches wide, deep turn back cuffs, Susquehanna brocade lining, large shawl collar of selected pelts—beaver, squirrel or skunk. All sizes, 16 to 46.



Model No. 7, \$75.00
50-inch coat of broad-tail fur fabric, shirred on crushed collar, new full puffed sleeves, turn back cuffs, silk corded shawl belt, five strip reversed border. Brocade satin lining. All sizes 16 to 44.



Model No. 8, \$75.00
50-inch side fastened wrap-up coat of Kerami fur fabric, large crushed collar and newest wide cuffs of select French blue opossum. Susquehanna brocade lining. Sizes 16 to 44 bust.



Model No. 9, \$65.00
Side-tie wrap-up coat of H. & H. seal fur, full 50 inches, long roll shawl collar, deep turn back cuffs. Skinners guaranteed satin lining. All sizes 16 to 46 bust.

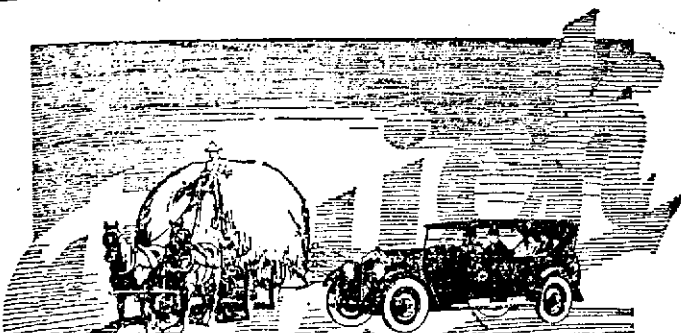


Model No. 10, \$49.50
Made of Nishni fur fabric—45 inches long, 80 inches wide—Susquehanna brocade lining, full shawl belt, new three-way collar and wide cuffs of skunk dyed or French blue opossum. All sizes, 16 to 46 bust.



**Think of the Advantage of
This Easy Payment Plan**

**"When Winter Comes"—Your coat will
be completely paid for and you will
not miss the money.**



Safety for Emergencies!

Buick Four-wheel Brakes

Buick four-wheel brakes meet the demands of present day traffic conditions by having power in reserve to insure a rapid, safe and reliable "stop".

Actual braking effectiveness is practically doubled by Buick four-wheel brakes. This is accomplished by slowing down the two front wheels. Each brake band has a three-quarter wrap or grip on its brake drum, rather than the half-way wrap in common practice.

The Buick four-wheel brakes are an integral part of the Buick front axle design. Their arrangement and operation are simple. The front brakes are coupled in relation to the rear so that when the brake pedal is operated more pressure is put on the rear brakes than on the front.

Buick four-wheel brakes (on all models) are one of many definite advances in motor car operation and maintenance that the 1924 Buicks have contributed to automobile transportation.

E-7-15-NP

Fox Bros. Buick Company

Phone 123. 129 No. 3rd St.

When better automobiles are built, Buick will build them

\$15.45 buys a
high-grade
6-volt, 11-plate standard capacity
storage battery
—brand new—fresh from the factory

Here's your chance to get a **real** battery for your Ford, Chevrolet, Overland or other light car, at a price that means several dollars in your pocket.

Brand new, fresh from the factory—and a battery you **know**. It stands up to its work and has the punch for emergencies.

We'll put it right in your car and guarantee it to be in perfect condition—and it will only cost you \$15.45.

(Batteries for other types of cars at proportionately low prices.)

HAROLD E. BROWN
125 No. 3rd St. Phone 463.

No substitution—we handle
PREST-O-LITE AND COLUMBIA
Storage Batteries and parts exclusively. If you do not need a new battery our repair department will give you full satisfaction.

ASK BIG DAMAGES FOR BEING STRUCK BY AN AUTOMOBILE

Sturgeon Bay Man Sued for
\$30,000 by Two Milwaukee Girls

STURGEON BAY, Wis.—Papers have been served on Arnold Wagner of this city, making him defendant in an action in which \$30,000 damages are sought by Milwaukee residents. A summons was also served on Al Wagner, head of a local insurance agency which carried insurance on Wagner's car.

The action comes as the result of an auto accident which happened here July 19, when Wagner's car is alleged to have struck two Milwaukee girls, Marion Strum and Anita Luenz-

mann, on highway 17, 2 miles north of this city.

The girls were cherry pickers at the Peninsula Fruit farm. They were injured to such an extent that they were at a local hospital for some time. Wagner was recently freed in circuit court of a criminal charge brought about by the state.

The surface of the Dead sea is the lowest water known.

APPROVE TEN CENT FARE IN SUPERIOR

MADISON, Wis.—The railroad commission Saturday officially approved the agreement reached by Superior city officials and officials of the Duluth Street Railway company to establish a flat ten cent cash street car fare in Superior, together with a purchase plan of five tickets

for thirty cents. With commission approval the rates go into effect.

The sucking fishes of the deep seas have their back fin modified into a

powerful sucker by which they can fasten themselves to the bottom of ships or to big sea animals and solve the problem of transportation.

GREAT DISCOVERY FOR CARE OF HAIR

After thirty years of study and experimenting F. W. Fitch, the country's best known authority on the care of the hair and scalp, has proved that all hair is beautiful if properly cared for—regardless of color.

His discovery is revolutionizing the care of hair—making it a simple matter to invigorate and cleanse with one application. It is a combination of the world's greatest tonic with a wonder shampoo that rinses so easily and dries so quickly that you can wash your hair in half the time usually required.

No other shampoo can do what Fitch's will because no other shampoo combines the two necessary elements for the thorough cleansing and invigorating of the hair and scalp. Your first trial will be the most delightful surprise you have ever experienced. You will know "by the feel" that your hair and scalp were never thoroughly clean before.

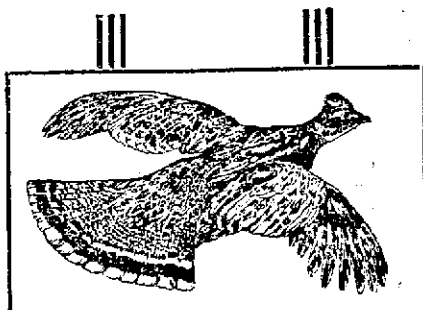
Enough Fitch Dandruff Remover Shampoo to last for months costs but little at any toilet counter.

Phone 71

Sletten & Dahl
FUNERAL DIRECTORS.
211 So. Sixth St.

EXPERT AUTOMOBILE MECHANICS

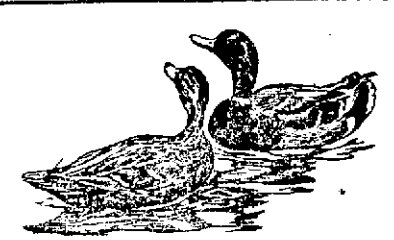
at your service. Let us show you.
WEIHAUPT-SAVAGE CO.,
Inc.
808-308-310 So. 4th St.



THIS MAY MAKE AN EXPERT SMILE, but we are not all experts by any means. Not everybody goes out enough to know the load required for the different kinds of game, so the Remington people came out this year with their packages marked, goose load, duck load, rabbit load, snipe load, chicken load, and so on, so that the man who only goes out a few times each year will not shoot his game all to pieces or not reach it at all. We carry everything in shot shell that you may require, and our

True-To-Life Decoys
ARE A MARVEL OF ACCURACY.

Fred Kroner Hardware Co.
116-118-120 South Third St. Phone 119.



*As Naturally
As
the Needle
Turns to
the North*

THE THRIFTY WOMAN turns to Arenz's for shoes of Service—shoes that will retain their shape.

Why Is It?

BECAUSE women have learned that Arenz's, through their many years of experience, know every detail of construction—every usable shoe material—and know how and where to use them to the wearers' best advantage.

Service is the foundation of Arenz's "Favorite" shoes for women.

\$4.85 \$5.85 \$6.85

NEW STYLES WEEKLY



INTER-STATE FAIR

SCHEDULE OF TICKETS

Season ticket admitting driver and vehicle day and night	\$2.00
Season or exhibitor's ticket (one admission day or night)	1.00
Single admission (adult) day ticket	.50
Single admission (adult) night ticket	.25
Single admission (child) day ticket from 12 to 18 years of age	.25
Single admission (child) night ticket from 12 to 18 years of age	.10
Children under 12 years of age	Free
Vehicles all kinds (day or night)	.25
Grand stand general admission	.50
Grand Stand and reserve	.75

Season Tickets are now on sale at

Hebberd's Drug Store
Hoeschler Brothers
Peter Newburg Company
S. & H. Cigar Store
Boerner's Drug Store
Jule J. Freas
Sjolanders Drug Store
W. H. Webb, Barber Shop
C. L. Lien Drug Store
H. L. Partridge Drug Store

MORRIS and CASTLE SHOWS

Will Feature "GLAD WAY"

At the INTER-STATE FAIR

Cowgirls Thrill 'Em in the Wild West and Rodeo

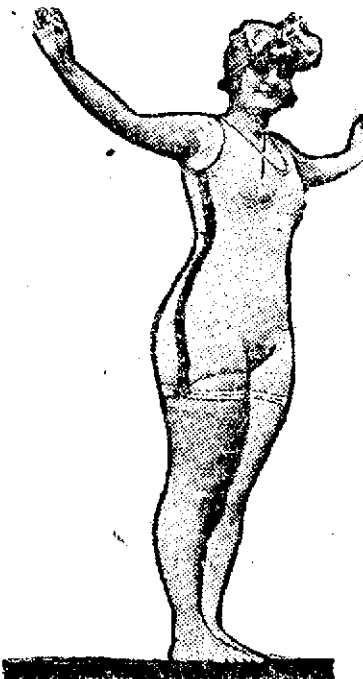


Seven Diving Venuses Perform in the Water With Aquatic Fantasy

The Big Feature of
the Entire Midway

IT IS SAFE to say that amusement seekers have never witnessed such a pretentious water spectacle as the one presented in the gigantic Water Circus and Aquatic Fantasy with the Morris and Castle Shows, that furnish all of the amusement features at the Fair next week.

With this splendid exhibition of everything that goes with a water carnival, such as high diving and springboard diving, log-rolling, tub racing in ordinary wash tubs, that furnishes many a hearty laugh, demonstrations of the different strokes used in swimming, in fact everything that makes up a twenty-seven minute exhibition worth while. All of the above, holds forth in a tank of twenty-five foot diameter holding but five foot of water when filled to the very top, making the dives from the high ladder more difficult than can be imagined. In addition to this, there are many funny water clowns to furnish the fun end of this high class amusement feature. As a closing thriller, Capt. Wilson, dives from the top of the 87-foot ladder while covered in a mass of flames, headforemost into the shallow tank of water, risking his life at such a every performance. This stunt is destined to be the talk of the Fair the coming week. The above likeness is that of Miss Jean Roberts, high diver and one of America's premier under water workers, and she gives demonstrations of how long one may stay under water, without coming up for air, also eats, drinks, sews and writes while on the bottom of this tank.



SPLENDID FREAK ANIMAL EXHIBIT



"SIXTY-THREE AND NO TWO ALIKE"

AN ATTRACTION that will appeal to fairgoers especially the stock man, at the Fair all next week. Inside of the one hundred and twenty-five show top is the greatest collection of freak domestic animals ever assembled for exhibition. Cows with seven legs, some with eight or nine hoofs, others with two milk udders. Cows with two tails, and one with her heart located in her throat. Camel backed horse, a Shetland pony with eight hoofs and dogs with two and three legs, one that runs like a kangaroo. In fact there are many specimens, all different and alive, which makes it an attraction seldom seen in a lifetime.

ALL MIDWAY ATTRACTIONS OPEN MONDAY NIGHT

BAPTISTS TO TAKE UP BIG PROBLEMS AT STATE MEETING

Asked to Help Raise a Quota of \$12,000,000 for Big Church Program

Wisconsin Baptists will be asked to raise their quota of a \$12,000,000 fund to support the projects planned by the Northern Baptist conference, at a state convention of members of

that denomination to be held in La Crosse, October 15-18, according to W. S. Stewart, local pastor, in charge of arrangements.

The convention will take the form of a Bible and missionary conference. Leaders in the Baptist faith who have charge of the afternoon and evening services during the conference are members of a selected team which is making the rounds of the state conventions of the denomination in the

interests of inspirational work connected with the fund, Rev. Stewart reports.

Prominent among the speakers at the conference, according to tentative plans will be:

Dr. P. C. Wright, connected with the ministers' and missionaries' benefit board of the North Baptist convention, New York; Dr. D. J. Evans, pastor of First Baptist church, Kansas City; Dr. George W. Taft, president

of the North Baptist Theological seminary, Chicago, Ill.; Dr. W. E. Chalmers, general secretary of the educational department of the American Baptist publication society, Philadelphia; Dr. and Mrs. C. R. Manley, medical missionaries from Ongele, India; R. C. Jaspersen, executive secretary of the laymen's organization, New York; Rev. W. S. Stewart, chairman of the department of education of the state convention, La Crosse; E.

J. Steinberg, president of the Wisconsin Baptist state convention and an employee of the state railroad commission, Madison; Dr. A. LeGrand, state superintendent of the Wisconsin Baptist state convention, Milwaukee; and Rev. H. Gordon, pastor of the First Baptist church, Fond du Lac.

On Thursday, Oct. 18, election of officers will be held and during the evening of the same day a pageant has been arranged.

HAS PLAYED ROLE OF MARKS MORE THAN 3,000 TIMES

While columns have been written about record breaking consecutive performances by certain actors and actresses, there is one actor whose record puts all others to shame. The gentleman in question is Joseph Barnum, of Kibbie's Uncle Tom's Cabin.

which will appear in this city today matinee and night at the La Crosse theater. At the close of the last season, Barnum had played the part of Marks, the lawyer, no fewer than three thousand times. He is still going strong and looks forward to years of activity in the role. During his first season as Marks, John L. Sullivan, noted pugilist, played the part of the famous arch villain, Simon Legree.

PULLMAN HAT BOX



THIS new piece of luggage has many approved uses for the woman traveler. Besides hats, a light evening frock and extra slippers can be carried for a formal occasion.

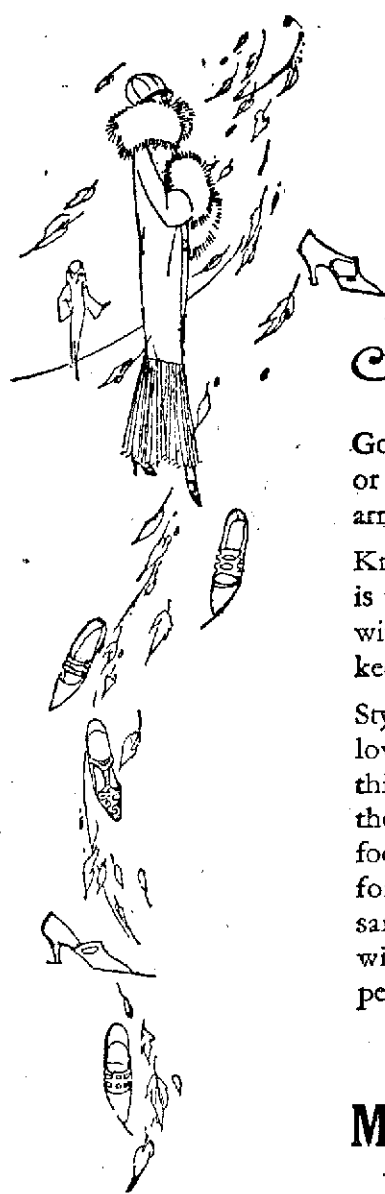
When in our store ask to see our French Hat Box. It is the newest thing in a Ladies' Hat Case.

SPECIAL—One week only, Ladies' fitted week-end case at each... \$7.00

Just received a new line of Ladies' Pouch Bags. Your choice for \$3.50 each.

HERKEN'S
Luggage Shop

212 Main



John Kelly Shoes for Women

Style—

Good style in dress is not a knack or an accident. It is an achievement arrived at by intelligent planning.

Knowing where style is to be found is the first essential—and to begin with footwear is the surest way of keeping step with the mode.

Style in all its whimsical, alluring loveliness is always to be found at this shop. Here will the seeker find the smart thing of the moment in footgear—the chic touch that will form fashionable foundation for sartorial success. And our prices will not cause the slightest mental perturbation!

Hosiery to match all shoes.

MOSS SHOE CO., Inc.
201 MAIN STREET

E. W. OLDS E. P. SEMSCH



Makes You Sore — Yes!

EVERY time you get a bill for regrinding valves, reboring cylinders, burning out carbon or replacing bearings, spark plugs or piston rings, you feel about as happy as though a fat man had stepped on your pet corn.

You can't expect to avoid these upkeep charges altogether, but hundreds of motorists right in this community are reducing them greatly by always lubricating their motors with

Peerless
MOTOR OIL

It doesn't deposit hard carbon on your cylinder walls, piston heads or spark plugs, neither does it leave any substance to "gum up the works". It doesn't contain acids which "bite" into and destroy bearings. It is CLEAN, PURE oil of splendid viscosity, made from crude oil chosen for its superior lubricating qualities which makes it last longer than "ordinary" motor oil.

Cut down expenses and add to the pleasure of driving by using it and nothing else.

INTER-STATE OIL COMPANY

For Sale by Most Leading Dealers

SERVICE STATION—212 North Fifth Street

THE STORE THAT SELLS FOR LESS

THE LA CROSSE ARMY STORE

ALL WOOL
ARMY
OVERCOATS \$1.95

SPECIAL BARGAINS
FOR
FAIR WEEK

50 WOOLETTE
BLANKETS 95c
FOR DOUBLE SIZE
BEDS.

U. S. ARMY
SHOES
Genuine U. S. Army Work Shoes, solid leather. Regular \$3.75 sellers, special—
\$2.29

O. D. Wool Shirts
\$3.50 value, Fair Week special at—
\$2.95

DRESS SHOES
All leather, black or tan shoes, rubber heels, special—
\$2.95

Overalls
Men's full size Blue Denim Overalls, all sizes, Union Made, \$1.65 value, special—
\$1.00

SPECIAL
All leather Scotch wool lined
Sport Jacket
value \$12.95, for—
\$9.95

OVERCOATS \$17.95
We have a big assortment of all wool Coats, \$25.00 to \$35.00 values

HI-TOPS \$7.75
Army Officer Boots, just the boot for outdoors, \$12.00 value at

EVERYDAY
Men's Hose 2 Pair for 25c
Seamless, assorted colors, special

O. D. Flannel Shirt \$1.45
Two pockets, big value, special

Fancy Sport Jacket
\$3.50 value, Fair Week special—
\$2.19

ALL WOOL
Kersey Pants
Values up to \$6.00, Fair Week special—
\$3.25

Comforter
Clean cotton filling, special—
\$2.95

Blankets
Wool Blankets, \$9.00 values, special per pair
\$6.79

Men's
Union Suits
Medium weight, value \$2.25, Fair Week special—
\$1.45

ARMY HIP
BOOTS, all sizes \$2.25

ALL WOOL ARMY
BREECHES... \$2.45

All Wool CAMP-
ERS BLANKETS \$2.95

Open Evenings Dur-
ing Fair Week.

HUNTER'S
PACKS... 45c

HUNTING
BAGS... 29c

PISTOL
HOLSTERS... 95c

LEATHER CAPS \$1.45
AVIATOR STYLE

Government Marine
PANTS
O. D. all wool—
\$2.98

SHEEP LINED
COATS
For Men, lined sleeves, moleskin top, special
\$10.95

Fair, Visitors Check Parcels Here

LA CROSSE ARMY STORE

308 South Fourth Street.

Opposite Market Square.

PETER CAMERON FIRST TO SETTLE AT LA CRESCENT

Planned to Lay Out a Large City
Across River But Death
Intervened

The first man of European extraction to set his foot on the soil of La Crescent with a view of creating a home, was Peter Cameron, a native of Deerfield, Oneida county, New York. He was the eldest son of Daniel Cameron, and was reared upon a farm, but became restless under the monotony of such a quiet life, and at an early age moved westward, buying furs through Michigan and Indiana, and finally to where Chicago now is located.

From that point he sent out four horse teams to gather in the peltries from the Indians and trappers in Illinois and Wisconsin, and finally his base of operations became the Mississippi. He continued making trips by land and water between Galena and Port Snelling. After a time he concluded to take a claim on the site of St. Paul, but finding himself anticipated, came down the river to La Crosse, and in 1842, built a claim shanty, and entered into trade, doing some lumbering business and making improvements.

In the spring of 1851, Mr. Cameron went across the river and erected a commodious double log house on section ten, near a fine large spring. At the same time he located 210 acres of land, which became the east half

of the southwest and the west half of the southeast of section ten, eighty acres south of the above, and also 300 acres in sections thirteen, fourteen and twenty-four along the Mississippi river. He began improvements and did what he could to build up a village, encouraging people to locate here. In 1855, business interests brought him to La Crosse again, where, while engaged in building a saw-mill, he died on the 30th of July, 1855, and there his remains were buried.

Part of Mr. Cameron's original

JOS. C. BICHA
FURRIER. 107 No. 3rd St.

CHOKERS

Don't fail to see our complete line of beautiful Chokers.

FURS
REPAIRED



**Wouldn't You
Like an
Enameled
Kitchen?**

THE housewife's workshop—her kitchen—where food is prepared for the family, must be clean, wholesome, inviting. The finish for kitchen surfaces is important.

**ACME QUALITY
ENAMEL**

white, ivory, etc., gives a finish which grease, smoke and kitchen fumes do not affect as they do ordinary surfaces. Cleaned like porcelain. We'll gladly tell you just how you can acquire the model kitchen in enamel.

Acme Quality Enamels for sun room furniture.
Acme Quality Enamels for bedroom furniture.

V. TAUSCHE HARDWARE CO.
185-201 South Fourth Street.

Better Get On The Job

Now is the time to make your repairs before the cold winter weather sets in.

We carry a complete line of all building materials.

**C. L. COLMAN
LUMBER
CO.**

La Crosse, Wisconsin

claim was what was afterwards laid out as a village, and it was his evident intention to return and found a city on this western bank of the Father of Waters. Thor Halverson, a Norwegian, was the next man to appear, and he constructed a residence of a primitive character, on the southeast of section three. This was in 1852. He made few improvements, did some wood chopping, but worked away from home most of the time. He remained at La Crescent until 1881, selling the land as he could from time

to time, a part of it being in the village. This same year, 1852, a settlement was started on Pine Creek, near the northwestern part of the town, the immigrants following up that stream, and it was known as the "Pine Creek Settlement." Samuel Hopper was one of the pioneers here, and of his origin or history nothing is known, except that he came and built a cabin with one half in Houston and the other half in Winona county, and that he worked there until 1854, when he departed.

In October, 1852, William Meyers, a German, established a claim on section six and rolled up some logs for a shelter, but sold out the next year and took another farm further north on the same section, where he remained until he died in 1873.

ELECTRIC SERVANTS
"She never has to have a day off nor ask for higher wages." This praise is indeed merited by the electric servant-maid who has entered our back door, modestly, quietly and swiftly, by way of a slender wire. If you like her she will stay with you forever and ever, asking only that you give her work to do. She has no feet that tire, no back that can ache and her mistress is not afraid to impose labor of housecleaning and housekeeping upon her day or night.

A grain of musk has been known to perfume a room for twenty years. Chinese consume more kumie than does any other nationality.

SKEPTIC DIDN'T THINK MUCH OF FIRST LIGHT
In the early days of electric lighting, in an attempt to interest the public, an electric light was placed in a drug store show window. In a large glass globe filled with water and under the surface, one spectator commented that it "would burn all right there in the window, of course, but if taken outside in the street, the wind would blow it out."

Denmark's shortest day is 6 1/2 hours.

Wisconsin Dealers

ADAMS—Quinnell & Novackek.
ALGOMA—Keweenaw Motor Co.
ANTIGO—Kelly Auto Sales.
APPLETON—L. O. Kura.
ARGYLE—Sweeney Auto Co.
ASHLAND—J. E. Bjork & Son.
ATHENS—Wm. Bonecke.
BARABOR—M. Johnson.
BARABOR—Dunham Motor Co.
BARTON—Barton Garage.
BEAR CREEK—Malliet Auto Co.
BEAVER DAM—Fehrer Bros.
BELLEVILLE—Inman & Gravedale.
BERLIN—Belgick Bros.
BLACK RIVER FALLS—Nell Johnson.
BOWLER—Nemets Bros.
BURLINGTON—Hillside Garage.
CALEDONIA, MINN.—C. F. Bowers.
CANTON—F. W. Shreier.
CECIL—Chas. Bartels.
CHILTON—Center Auto Supply Sta.
CLEVELAND—E. J. Schurrer.
CRANDON—White Bros.
CRIVITZ—Crivitz Garage.
DE FOREST—De Forest Implement Co.
DENMARK—Stelmach Garage.
EAGLE RIVER—Burkley's Garage.
EDGAR—A. C. Wagner.
ELKHORN—Badger Garage.
EVANSTON—R. J. Croak.
FOND DU LAC—Foetter & Bloedel.
FORT ATKINSON—Bert Parsh.
FREDONIA—Ernst Eisenstraut.
GENESEE DEPOT—C. H. Penill Co.
GILLETTE—Gillett Motor Car Co.
GLIDDEN—Alvin T. Osness.
GREEN BAY—Bradley Bros.
HARTLAND—Public Service Garage.
HILLSBORO—Jas. Lynch.
HOLLANDALE—Camel Auto Co.
HOUSTON, MINN.—A. G. Halverson.
KAUKAUNA—Casper Foenen.
KENNAN—Kannan Garage.
KENOSHA—Standard Motor Sales Co.
KEWAUNEE—Keweenaw Motor Co.
LA CRESCENT, MINN.—Ben Kramer.
LOHRVILLE—Wm. J. Fraser.
MADISON—F. D. McGuire Sales Co.
MANITOWOC—Reck Motor Co.
MARIBEL—Rosecrans Garage.
MARINETTE—Larson Motor Co.
MARSHFIELD—Blum & Nickodem.
MERRILL—Helm's Garage.
MILTON—Burdick Cabinet Co.
MILWAUKEE—Childs-Print Inc.
MINERAL POINT—Osborn Dunn.
MUSKOGEE—Evenson & Means.
MOSINEE—Kranenwetter & Sons.
MT. CALVARY—Abhold & Wagner.
MT. HOREB—Mt. Horeb Auto Co.
NEW LONDON—R. E. Rasmussen.
OCONOMOWOC—H. E. Welch.
OCOTO—Edmund H. Werth.
ORFORDVILLE—Orfordville Garage.
OSHKOSH—Standard Motor Sales Co.
PARK FALLS—Jack Frost.
PELICAN—Aug. Pakkil.
PEMBINE—Elmer D. Scott.
PORTAGE—Dunham Motor Co.
PORT WASHINGTON—Hustling Bros.
PRAIRIE DU CHIEN—Zeman & Pake.
PRENTICE—Prentice Auto Co.
RACINE—J. Jacobson Auto Co.
READSTOWN—A. C. Lake.
REEDSBURG—W. S. Johnson.
RECREAT—M. F. Sommerfeld.
RHINECLAND—Segerstrom & Dan-donah.
ROYALTON—Mark Seruton.
RUSHFORD, MINN.—Hushford Auto Co.
SAUK CITY—P. E. Leykauf.
SAWYER—Hemmel Bros.
SEYMOUR—Ziegenbein Garage.
SHAWANO—Kurtz Bros.
SHEBOYGAN—Hauer & Hertinger.
SOUTH MILWAUKEE—Pulkowski & Chepla.
SPARTA—Howard L. Atkinson.
SPRING GREEN—Rieder & Lins.
STETSONVILLE—Hendel Bros. & Albrecht.
STEVENS POINT—Cushin Motor Sales Co.
ST. LAWRENCE—St. Lawrence Garage.
STOUTSDOWN—Auto Sales Co.
STRAITTON—Straitford Service Garage.
TAYLOR—Taylor Motor Co.
THERESA—Edwin F. Radtke.
TOMAHAWK—Geo. Slater.
VIROQUA—A. C. Lake.
WATERLOO—Victor Wagner & Son.
WAUSAU—Wisconsin Valley Motor Sales Co.
WISCONSIN RAPIDS—Percy Benson.

Northern Michigan Dealers

DAGGETT—Midway Garage.
ESCANABA—Paulson Bros.
ENGADINE—A. N. Authier.
EWING—F. J. Foglesong.
GLADSTONE—Lambert Bros.
HANCOCK—A. A. Tillman Co.
IRON MOUNTAIN—Northern Auto Sales Co.
IRON RIVER—Culver Sales and Service Co.
IRONWOOD—Ironwood Motor Car Co.
ISHPEMING—Elmer Helme.
MANISTIQUE—Lundstrom Garage Co.
MARQUETTE—A. J. Jones.
MENOMINEE—Thomson Mach. Co.
MUNISING—Simmons Motor Co.
NORWAY—Fred Panchert.

Northern Wisconsin Dealers

ALMA—Mike Kontor.
ARKANSAS—Meyers & Cross.
AUGUSTA—Union Motor Co.
BLAIR—Martin & Son.
CAMERON—Skupny Auto Co.
CENTURIA—Congrove Auto Co.
CHIPPWA FALLS—Chippewa Falls Auto Co.
COCHRANE—O. M. Van Wald.
CUMBERLAND—Sherman Auto Co.
DANBURY—Anderson Hdw. Co.
DODGE—A. C. Stencel.
EXELAND—Exeland Garage.
FREDERIC—Alek Wiatrom.
GALESVILLE—Barr Bros.
GLENWOOD—M. E. Fraker.
HAYWARD—B. Wells.
HUDSON—Leonard Anderson.
LADYSMITH—Schmidt Auto Co.
MENOMONIE—J. A. McClellan.
MONDOVI—Loomis & Lichfield.
OSSEO—B. L. Hume.
SIREN—W. J. Simmons.
SPRING VALLEY—Spring Valley Motor Co.
SUPERIOR—Kronlund Motor Works.
TREGO—Trego Auto Co.
WHEELER—R. F. Brietengross.

Northern Illinois Dealers

AMBOY—W. G. White.
ANTIOCH—Henry E. Pape.
APPLE RIVER—John T. Huer Motor Co.
AUBURN—Aurora Auto Sales.
BARRINGTON—Kilmer Auto Sales.
BENNDERE—Frank P. Sullivan.
BURNHAM—Burnham Auto Sales.
BYRON—Hunter & Smith.
CHICAGO—Arnold Auto Sales.
Do Luxe Motor Sales.
Garfield Motor Sales Co.
Geok & Hertz Motor Sales.
Jackson Park Auto Sales.
McInerney Motor Co.
Mid-City Motor Sales.
North Side Motor Sales.
Northwestern Motor Sales.
Palm Motor Sales.
E. H. Robinson Motor Sales.
Rome Motor Car Sales.
Schaeffer Auto Sales.
Schiffman Motor Sales.
St. Charles Auto Sales.
Washington Boulevard Auto Co.
Yarnell Motor Co.
CHICAGO HEIGHTS—E. M. Backus.
CICERO—Western Motor Sales.
CRYSTAL LAKE—F. W. Schroeder.
DAKOTA—W. H. Ruth Motor Co.
DE KALB—G. H. Deane & Co.
DES PLAINES—Des Plaines Auto Sales.
DIXON—John W. Duffy.
DONOVAN—E. F. Behlke.
DUNDEE—Zacasko & Schubert.
EAST CHICAGO, IND.—Lake Co. Auto Supply & Sales.
ELGIN—Eas Motor Sales.
EVANSTON—Earl Coal Motor Co.
GARY, IND.—Ideal Motors, Inc.
GENEVA—Aurora Auto Sales.
GLEN ELLYN—Aurora Garage.
HAMMOND—Lake Co. Auto Supply & Sales.
HAMPSHIRE—Hampshire Garage.
HARVARD—Lembkey Auto Sales.
HARVEY—Wilson Auto Sales.
HINSDALE—Drake Motor Sales.
JOLIET—Leach Motor Co.
KANKAKEE—J. D. Struzel Auto Co.
KEWAUNEE—A. C. Taylor.
LA SALLE—Acme Garage.
LEAF RIVER—Greene & Wagner.
LENA—G. G. Trotter Motor Co.
MANLIUS—Perry & Turner.
MARENGO—Geo. C. Hauschildt.
MARSEILLES—B. P. E. Motor Sales.
MAYWOOD—B. Z. D. Motor Sales.
McHENRY—Wm. Schaeffer.
MENDOTA—R. J. Stenger.
MOMENCE—Mack Shrontz.
MILLEDGEVILLE—Paterbaugh & Fahner.
MORRIS, IND.—Smart's Service Station.
MORGAN PARK—Morgan Park Auto Sales & Service.
MORRIS—The Auto Shop.
NAPERVILLE—Naperville Garage.
OAK PARK—Oak Park Sales & Service.
ORANGEVILLE—Orangeville Auto Co.
OREGON—Timson & Fogel.
SAVANNA—Geo. Williams Motor Co.
SENECA—M. D. Snook.
SHANNON—Shannon Automobile Co.
ST. CHARLES—E. J. Rahn.
STERLING—Sneed Brothers.
STOCKTON—L. Carson Smith, Jr.
TOLSON—Leonard H. Roder.
VALPARAISO—Lee Motor Co.
VAUKEGAN—Ahart & Wagner.
WOODSTOCK—Harry E. Whiston.
ZION—Zion Institutions and Industries.
CITY OF LA CROSSE—John J. Farrell.
PEARL CITY—Geo. Williams Motor Co.
PELATONICA—Bink's Garage.
PEOTON—E. M. Backus.
PLAINFIELD—Plainfield Auto Sales.
POLO—Bomberger Bros.
REDDICK—Christopher Bros.
RIVERSIDE—Cleveland Motor Co.
ROCKFORD—Roush & Carlisle.
ROSELAND—Ideal Motor Sales.
ROSELLE—Roselle Garage and Machine Shop.

Durant
Service



Durant
Service

**A Friend Every 15 Miles
When You Drive a**

DURANT or STAR

THESE Automobile Merchants, in selecting Star and Durant cars to sell, judged from the purchaser's standpoint—Efficiency, Economy, Reliability, Comfort and Appearance.

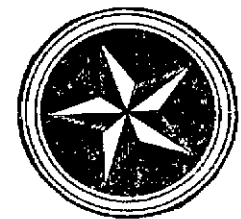
Thousands of satisfied owners attest the good judgment of this dealer organization, justifying the dealers' selection.

**Dealer Organization growing
by leaps and bounds. Satisfied
owners increasing sales monthly**

Over 1,000 DURANT and STAR CARS being BUILT daily at

Lansing, Michigan Muncie, Indiana
Flint, Michigan Elizabeth, N. J.
Leaside, Ont., Canada Oakland, Cal.

Star
Service



Star
Service

Look for Your Nearest Dealer. Pay Him a Visit

ZEISLER MOTOR CO.

Distributors of Cars Built by Durant

MAIN AT SIXTH LA CROSSE, WIS.

See the Durant and Star Exhibit

At Inter-State Fair---September 18th to 21st, 1923

A complete line of all models will be shown. A thrill awaits you at our exhibit. Watch the Star Car perform an unparalleled feat.

Dealers' applications for territory will be received at our booth. Some good territory is still open. Ask us about it—Zeisler Motor Company.

FIFTY DOLLARS PER CAPITA IS COST OF CITY GOVERNMENT

Department of Commerce Gives
Out Statistics for La
Crosse

WASHINGTON, D. C.—The department of commerce announces that according to reports made to the bureau of the census the cost of government for the city of La Crosse, Wisconsin, for the fiscal year ended December 31, 1922, amounted to \$1,524,252, which was a per capita cost of \$21.99, and in 1914, \$227,531, the totals for these years being \$868,724, and \$116,359, respectively. The per capita costs for 1922 consisted of expenses of general departments, \$27,907; expenses of public service enterprises, \$2,003; payments for interest, \$2,441; and for outlays, \$18. The principal items in the payments for permanent improvements were \$175,000 for highways and \$269,000 for schools.

Revenues
The total revenue receipts for 1922 were \$1,219,562, or \$40.10 per capita. The per capita excess of governmental costs over revenue receipts was, therefore, \$10.84.

In La Crosse property taxes represented 66.1 per cent of the total revenue for 1922, 56.6 per cent for 1917, and 48.4 per cent for 1914. The increase in the amount of property taxes collected was 10.5 per cent from 1914 to 1917, and 122.2 per cent from 1917 to 1922. The per capita property taxes for the three specified years

were \$27.83, \$12.53 and \$11.31, respectively. Earnings of public service enterprises operated by the city represented 7.3 per cent of the total revenues for 1922, 9.5 per cent for 1917 and 8.5 per cent for 1914. Business and non-business licenses were 2.1 per cent of the total revenue for 1922, 15.6 per cent for 1917 and 9.6 per cent for 1914.

The net indebtedness (funded and

floating debt less sinking fund assets) of La Crosse was \$33.80 per capita for 1922, \$21.12 for 1917 and \$27.80 for 1914. For 1922 the assessed valuation of property in La Crosse, Wis., subject to ad valorem taxation for the city corporation was \$42,056,134. The levy for all purposes for 1922 was \$1.091,044, this being a per capita of: Total, \$35.89; city corporation, \$27.99; state, \$1.92, and county, \$5.98.



JACK FROST

Is here snooping around. Have your overcoat and fall suit cleaned and pressed. Be ready to meet Jack Frost with your clothing looking fresh and new as the day you first wore it—and at a moderate cost. Simply take advantage of this service at regular intervals.

LA CROSSE STEAM LAUNDRY CO.
LAUNDERERS—DYERS—CLEANERS
PHONE 138

SCHOOL VOTED, THEN REJECTED; BOARD AT SEA

GLEN FLORA, Wis.—As a result of recent school elections, this village is now in an unusual predicament. After a school election was held some time ago at which a proposition to erect a union high school building was adopted, the board of education went ahead with plans to construct the

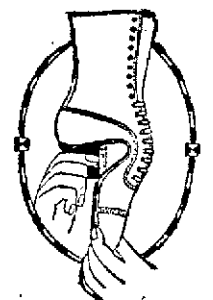
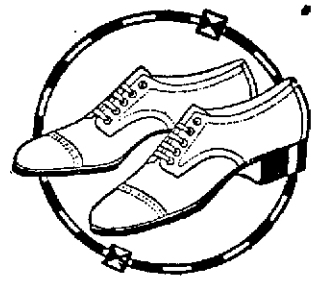
school. The election was declared illegal and another has just been held, at which the voters defeated the plan to construct the building.

Resort proprietors in New York are to be arrested if they permit indecent dancing in their establishments.

RICE & THOMPSON

RIVOLI BOOT SHOP.
117 North Fourth Street. Rivoli Building.

Does Fatigue
Spoil
Your Fun?



It flexes at the arch like the human foot

WHAT a pity that feet should be a handicap to pleasure—or to efficiency! They are frequently the direct cause of that worn-out feeling which might have been avoided. The snugly fitting arch of Cantilever Shoes gives just the right support, flexes with every step and allows the arch muscles to exercise and keep strong. The Cantilever Shoe fits properly, hugging the under curve of the foot and giving that trim, smooth-fitting appearance which always marks a well-shod foot. The natural sole line gives ample room to the toes. The heels are made right and set right—so that they throw the weight of the body on the outer and stronger side of the foot. These features combine to eliminate foot fatigue and to minimize bodily fatigue. Cantilevers are light weight and good looking, and help to make you happy.

Cantilever Shoe

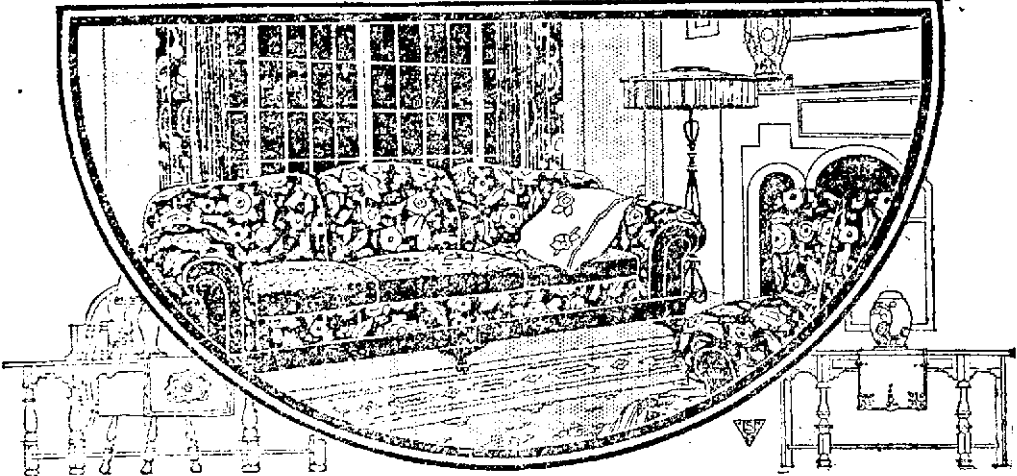


FOR system in your business and personal finances, you need the help and guidance of a reliable bank. This institution is here to serve you with every banking facility and with a friendly, personal interest in your requirements.

SECURITY SAVINGS BANK
Fourth and State Sts.

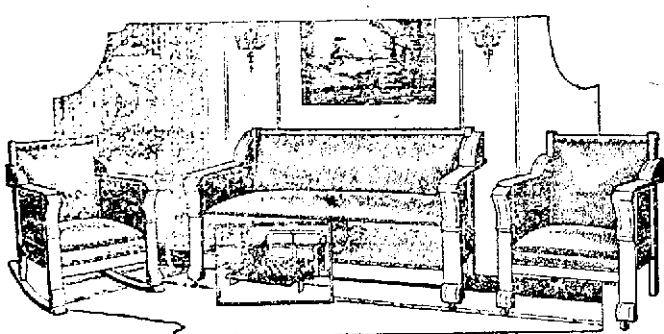
ARE YOU READY?

You will be, after we have
DRY CLEANED and PRESSED
that Suit and Top Coat.
SCHULTZ DRY CLEANING SHOP
LA CROSSE THEATRE BUILDING

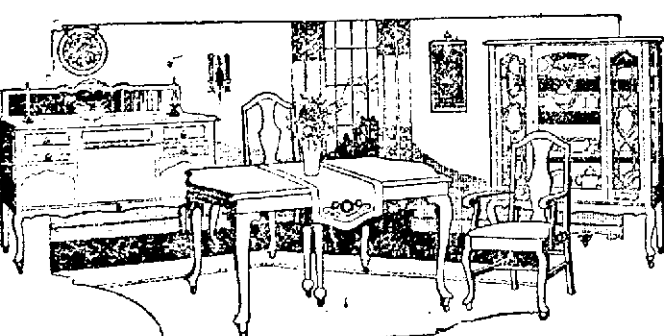


For a Better Home

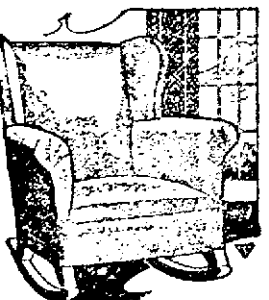
While it's true that good furniture is not the only essential of a happy home—yet how often it means a difference between dissatisfaction and contentment! Furniture of true charm, the kind that fairly breathes hospitality—can be obtained here at such a moderate cost that it's an investment that no home can afford to postpone making. Our convenient credit arrangement enables you to take advantage of a host of sensational values right now.



Splendid 3-piece Pullman Duofold Suite, \$89.50
Included is a handsome davenport—which opens readily into a full size bed—and chair and rocker to match, all upholstered in imitation leather. Choice of golden or fumed oak.

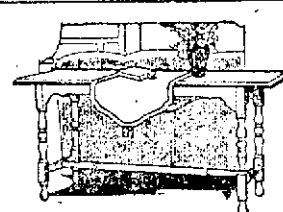


Dining Suite of Real Distinction, \$119.50
It's designed in the popular Queen Anne period style—and includes a handsome oblong extension table, five chairs and host's chair, and a large size buffet with mirror. You'll admire the beautiful walnut finish. The price is low indeed!

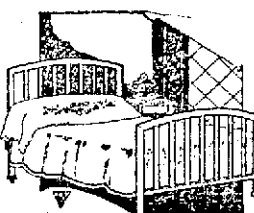


**Leather Rocker
\$22.50**

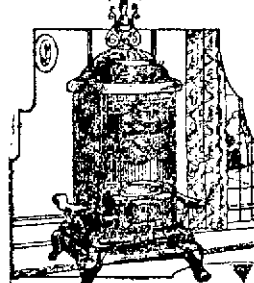
A special lot of odd brown Spanish leather rockers, which are built for comfort. At this price they represent an unusual saving!



Davenport Table, \$17.50
Finished in mahogany. Adds a touch of distinction in your home at a price that is surprisingly low!



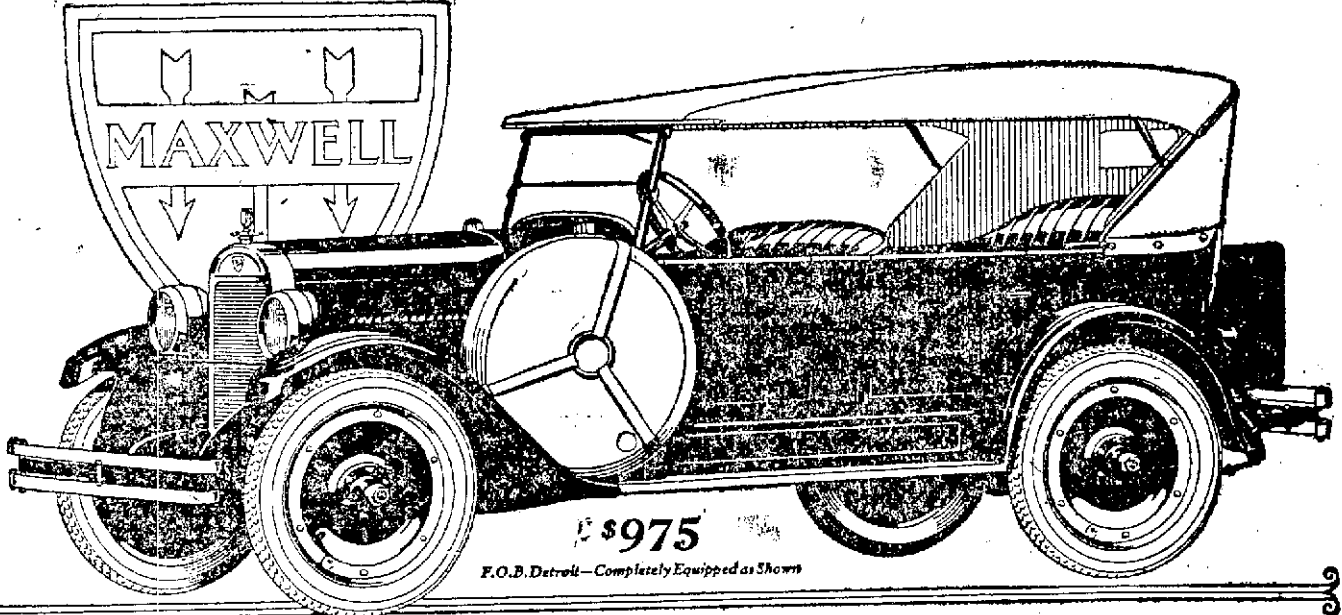
Metal Bed, \$16.75
This is an unprecedented opportunity to get a metal bed, substantially built as pictured, at a special price that may never be repeated!



Hot Blast Heater, \$19.50
These heaters will burn soft coal, slack, coke, etc. In fact their construction with a hot blast tube positively insures burning all waste gases and smoke that usually go up the chimney. Take advantage of the special price!

Boyer-Furber Furniture Company
Your Credit is Good 511-513 Main St. Home Furnishers.

A New Maxwell Creation That is a Revelation of Beauty and Value



The New Maxwell Special Sport Model

A new Special Sport Model, the latest Maxwell creation, is now on exhibition in our sales rooms and is challenging the attention of everyone interested in the most advanced ideas in motor cars. Never has the word "special" been applied more aptly and justly than in designating this newest addition to the good Maxwell line. Here is a car that is such an utter revelation in every respect that it stands alone and apart as a special creation. First of all be prepared for a car of genuine and fascinating beauty that immediately arrests the eye. The body is a beautiful gray green, with disc steel wheels painted and striped to match. The upholstery is a rich two-tone leather in complete harmony with the body and fittings. The shimmering full nickel-plated parts give a final touch of distinction. Here is, in fact, a spirited and dashing expression of the designing art that absolutely compels whole-hearted admiration. But the true revelation of what Maxwell, with its vast resources, has accomplished comes only when you have made a thorough examination of this Special Sport model; checked up all its features and considered the extraordinary price. Never before has a car been offered which reveals so large a measure of value.

Designed, finished and equipped with a lavish hand, it sets a new mark, made possible only by an organization with unlimited resources. After you have feasted your eyes on the rare beauty of this new model, you will note these impressive features—Genuine full grained, gray-green Colonial leather, with deep upholstery, providing unusual comfort. Cowl lamps of attractive design to match the regular lighting fixtures, all full nickel-plated as are the sturdy double bar bumpers and the wheel bands. A spare tire mounted on the left side, protected by a gray-green tire cover matching the body color. Also rubberized top of either olive green or black, as you choose. A commodious trunk, finished in green, conveniently mounted on a special rack at the rear, double bar bumpers both front and rear, a handsome water indicator and snug fitting curtains, which store folded flat in the back of the front seat, are other features that will impress you with what a complete and finely equipped car this new Special Sport model of the good Maxwell really is. Come in at your earliest convenience and examine it. Check all these features. Make your comparisons—any you like. We are confident you will find this latest good Maxwell establishes an entirely new standard and that there is nothing like it at anywhere near the price.

Prices, Touring Car, \$795 Special Sport Touring, \$975 F. O. B. Detroit, War Tax to be added.
WEIHAUPT-SAVAGE CO., Inc.
306-308-310 So. Fourth St. Phone 3. Opposite Market Square.

The Good MAXWELL

ELECTRIC ERA IS ONLY BEGINNING SAYS STEINMETZ

Electricity Will Make Housework Increasingly Easy in Future, Asserts Wizard

"Electricity, which solved the servant problem for the American housewife when the war put up wages, will make housekeeping increasingly easy in the future," said Dr. Charles P. Steinmetz, the "wizard of electricity," in a recent interview.

"We only have begun the use of electricity in the house," he said. "There are washing machines and ironing machines and cleaning machines and devices for cooking and



CHARLES P. STEINMETZ

for heating by electricity. They will grow in the future tremendously. You noticed that during the war, while everything else went up, the cost of electricity remained low. In the future, more will be electrified and the cost of coal will be reduced, and with the reduction will come a reduction in the cost of current. Electricity will be much more generally used in housekeeping than it is now, further solving the servant problem."

TWO SHIPS LOST

MORRIS, Ala.—The steamer Hancock County, operating between Mobile and Wheeling Island ports, arrived with twelve survivors from the American schooner Lantite of New York, lost off Trinidad several days ago, and brought news that the ship, sister ship of the Lantite, went down within a short time of the other.

Advertisement

You Cannot Hide Your Fat

Overeating is the one misfortune you cannot hide from yourself or from those around you. If too thin, your dressmaker or tailor can supply the deficiencies, but the overfat carry a burden they can not conceal. There is one sure way to reduce your weight safely and quickly. The harmless Marmola Prescription, which changes the fatty tissues and fat-producing foods to solid flesh and energy, helps the general health and digestion, permits you to eat substantial and leaves the skin clear and smooth and requires no absurd greases and salves. This famous prescription is now condensed into tablet form. Each tablet contains an exact dose of the same harmless ingredients that made the original prescription capable of reducing the overfat body steadily and easily without the slightest ill effects. Take but one tablet after each meal and at bedtime until the normal weight is reached and the body health completely restored. Ask your druggist for Marmola Prescription Tablets or send one dollar to the Marmola Company, 4622 Woodward Ave., Detroit, Mich. The price the world over, and you will receive enough to start you well on the road to slenderness and happiness.

Wile Bros.
116 N. 3rd St.
Phone 218
CASH OR CREDIT

WE ARE NOT SATISFIED UNLESS YOU ARE.

IT IS MERELY A HABIT OF OURS TO SATISFY WE SATISFY Because We Have—

Modern Machinery
Best Service
Skilled Workmen

AND THE Knowledge of giving our Customers absolutely the best in Printed Matter.



"The Sign of Good Printing"
209 Main St. Phone 218
LA CROSSE, WISCONSIN

FAIR WEEK PROMISES TO BE FULL OF SAVING CHANCES

With the merchandise beauties of a new season in full display together with the values offered by this store during Fair Week saving opportunities of every kind are offered to Fair Visitors and Home Folks alike

ASK FOR OUR CASH DISCOUNT STAMPS. ONE STAMP WITH EVERY 10c PURCHASE. A BOOK OF 500 STAMPS WORTH \$1.00 IN CASH.

DOERFLINGER'S

Knitting Yarn, 4-1b. skein, per skein **49c**

Sunlight Zephyr Yarn, 1-oz. balls— **32c**

2 spools of Clark's Marchine Thread **11c**



Your Public Appearance

A man does not need to appear in court to catch the critical eye of those about him; he gets the once over wherever he is.

That first glance places you—figures your estimate either as good, bad or indifferent.

The Royal Tailored Man comes out with flying colors under the scrutiny of austerest of eyes.

And the balm to every Royal Tailored Man is that his clothes cost him only a modest amount of money.

You can own a genuine all pure woolen or worsted Suit or Overcoat made by the famous Royal Tailor Shops for as little as

\$27.50

WORLD'S GREATEST CLOTHES VALUE.



Fair Week Specials In Wall Paper

KITCHEN	Wall Paper in neat granite, block and tile effects, special per roll from.....	6c to 20c
BEDROOM	Wall Papers in beautiful stripes, floral and all-over effects, special per roll from.....	8c to 60c
HALL AND SPARE ROOM	Papers, specially priced for Fair Week, at per roll	8c
TAPESTRIES	Suitable for Dining Room and Hall, Fair Week special per roll	15c
25c and 30c PARLOR	Papers, large selection to choose from, Fair Week special per roll	14c
PLAIN OATMEAL	Papers in the 30-inch width, specially priced for Fair Week, per roll	12c
60c and 75c PARLOR	Papers, extra good quality, Fair Week special at per roll	32c
ARTISTIC TAPESTRIES	Featured especially for the hall, living room and parlor. Special attention is called to our wonderful showing of tapestry ecsthes in rich harmonies of blue and silver, gold and brown, gray and blue, mulberry and grey, in the 18-in. width, per roll.....	18c to 95c
NOTE	We will also make special reductions on all our high grade 30-inch papers during our Special Fair Week Sale.	
CEILINGS	Special reduced prices on all our Ceiling Papers. In fact, our entire Wall Paper stock will be on special sale at reduced prices during Fair Week.	

WALL PAPER DEPARTMENT—BASEMENT.

H. & W. Elastic Girdles



Here is some news for the wearers of the elastic girdles. The new style dresses for Fall demand a new corset arrangement. Our newest shipment of elastic girdles has extra long tabs to meet the new dress requirements. The H. & W. Girdle is the most popular garment of its kind. With a serviceable elastic top and elastic side inserts for extra support. We have them ranging in price up from

\$1.00

Pure Wool Blankets

100% PURE WOOL BLANKETS in regular size, heavy quality, uniform weave, well fleeced, softly colored in plaid designs of blue, pink, tan and gray. Priced extremely low for Fair Week at per pair—

\$7.39

Japanese Dresser Scarfs

Jap Blue Print Dresser Scarfs, good assortment of patterns, fast colors, special for Fair Week, at each

39c

PLAID BLANKETS

Large Size Weighty Plaid Blankets, colored in blue, pink, tan and gray shell stitched edge, heavy fleece, priced for Fair Week per pair—

\$2.69

INTER-STATE FAIR WEEK SPECIALS IN YARD FABRICS

The Merchandise Bouncer has gone through stocks and made these specials. Original Costs have been ignored entirely and prices cut to a fraction of their value.

One lot of Novelty Dress Goods and Novelty Coatings, to close out during Inter-State Fair Week at **1/2 Price** 42 to 54 inches wide; proper weaves for coats, suits and skirts.

36-inch Standard Count Dress Percalines, to close Inter-State Fair Week at per yard **17c** These are mill shorts; lengths 10 to 20 yards; dark indigo grounds; Scout Brand; all neat styles.

One lot of Colored Wash Goods, grouped on one table, to close during Inter-State Fair Week at per yard **23c**

In the assortment are Tissue Gingham, Printed Cotton Crepes, Plain Plisse Crepes, Colored Beach Suitings, light and dark Dress Percalines and Check Dress Gingham.

White Mercerized Novelty Crochet Lace Edges, to close during Inter-State Fair Week at per yard **5c**

A real strong serviceable lace; in demand for trimmings, curtains and underwear; laundries perfectly.

27-inch Imported White Swiss Embroidered Organdy Flouncings, to close Inter-State Fair Week at per yard **79c**

At this special price these dainty washable white Swiss embroidered Organdy Flouncings will sell rapidly; shown in a dozen different patterns.

39-inch Black Silk Chiffon Velvet, a real bargain at the price quoted, to close Inter-State Fair Week, at a yard **\$4.79**

Silk chiffon velvets especially in black are slated for a big run for the Fall season. The supply will be unable to meet the demand. Buy this number. It is exceptional value at this price.

One lot of High Grade Novelty Silks, to close Inter-State Fair Week at **1/2 Price** 36 to 40 inches wide; these silks are suitable for dresses, waists and lining.

33-in. Natural Color Japanese Silk Shantung, to close during Inter-State Fair Week at **\$1.00** per yard

Your last chance to obtain standard 13 momme Japanese Shantung at this low price. The earth quake in Japan has caused sharp advances in the price of raw silk. Buy your silk needs now.

44-inch All Wool Fine Quality French Serges, to close during Inter-State Fair Week **\$1.79** at per yard

The proper weight serge for dresses; a very dependable all wool fabric and recommended to give satisfactory wear; colors are navy blue, brown, delft blue and black.

36-inch Black Bohemian Silk Lace Flouncing, extra special value, to close Inter-State Fair Week at per yard **\$2.48**

Black Silk Lace Flouncings are in great demand for party gowns. Visit the Lace Section and see this special number; it will please you.

32-inch Genuine Sol Satin Mercerized Coat Lining, to close during Inter-State Fair Week **\$1.19** at per yard

When you buy Sol Satin Linings your lining troubles are over. Every yard guaranteed to wear; colors are black, brown and grey.

A wonderful Cotton Batt Bargain; three-pound roll, size 72x90, to close Inter-State Fair Week at per roll **75c**

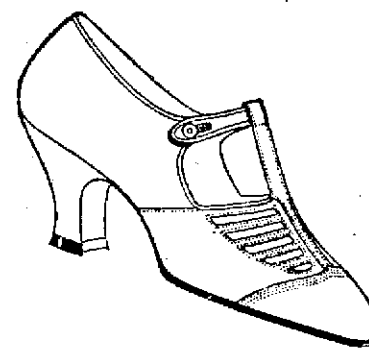
One roll of this cotton batting makes a full size quilt; extraordinary value at this special price.

EXCLUSIVE PRESENTATION OF

A TRULY REMARKABLE SHOWING OF SHOE FASHIONS.

The Pola Negri

Log Cabin Brown, embossed metal leather foxing, full Spanish covered heel, French last.



ONE OF OUR 27 VARIETIES

Just look them over when passing our window.

SHOE DEPT.—SECOND FLOOR.

Jap Rose Transparent Toilet Soap, 10c cake at—

7 1/2c

De Belle's Kidney Pills, 25c box at—

15c

Bunson's Catarrh Jelly, 25c tube at—

15c

King's New Discovery, 60c bottle—

49c

Aspirin Tablets, 5 grain, 12 in neat tin box, at—

10c

Pinaud's Lilac Toilet Water, \$1.25 bottle—

\$1

Derma Viva Orange Rouge, in gilded box with mirror—

39c

WE ARE SOLE DISTRIBUTORS OF KENWOOD 100% PURE VIRGIN WOOL BLANKETS. ASK US ABOUT THEM. LET US SHOW YOU THEIR SUPERIORITY.

IF IT'S DERRYVALE IT'S GENUINE IRISH LINEN.

Our Bargain Basement Offers Unlimited Saving Opportunities For Fair Week Shoppers

WOMEN'S HOSE

Women's fine Lisle Finish Hose, double heel and toe, in brown and grey only, slightly imperfect, per pair—

10c

PAIS

14-quart Galvanized Water Pails, special Monday each—

15c

TUBS

No. 2 Galvanized Wash Tubs, special Monday each—

49c

SWEATERS

Men's Cotton Jersey Sweater Coats, Monday special each—

\$1.00

KETTLES

8-quart Grey Enamel Convex Kettle, Monday each—

29c

SOAP

Crystal White Laundry Soap, 10-oz. bar, Monday—

10 bars 39c

GOWNS

Women's long sleeve Flannel Night Gowns, Monday each—

89c

ATHENA UNDERWEAR

For Women and Children

You Can Easily See Why It Fits

Examine carefully the diagram; note the slope of the neckline to the front. That eliminates unsightly pushing up. The narrow tapering back and curved side seam do away with bunching under the corset.

Note this Difference



But these are only a few of the unusual features of Athena Underwear. Ask our saleswoman to show you the special fitted seat that always stays closed; the extra fullness through the bust—the very shape-fulness of the whole garment. If you value delightfully easy comfort, you will find Athena a constant joy.

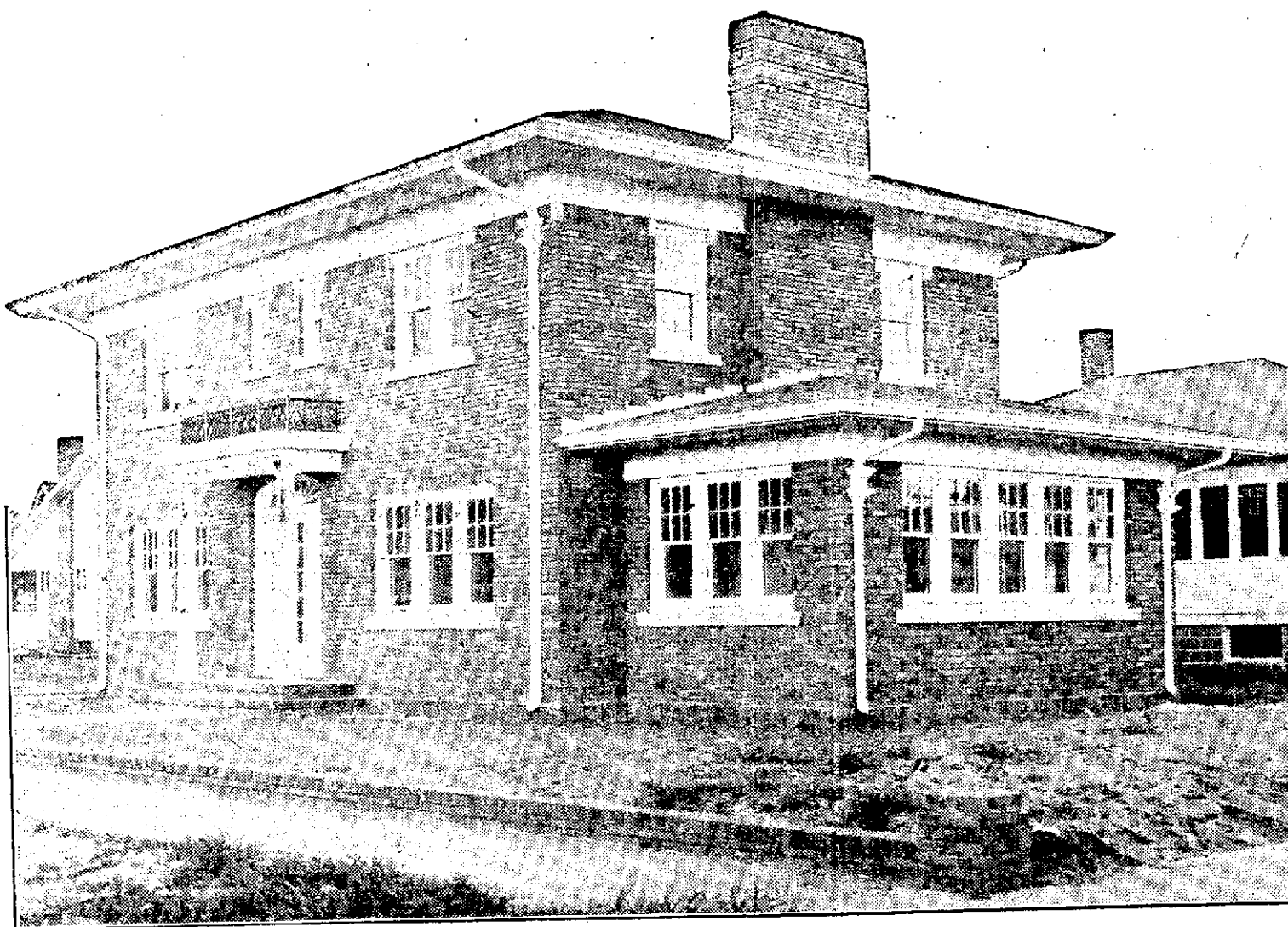
Athena Underwear may be had in all styles and weights, in knit fabrics—and it costs no more than the ordinary kind!

The "Home Electric"

21st and MAIN STREETS

Will Be
*Open for Public Inspection
This Afternoon at 2:00*

And *Every Day* from 2 to 10 P. M. until Sept. 30th.



*The "HOME ELECTRIC" Was Built, Equipped
And Furnished by the Following La Crosse Firms:*

E. R. BARRON COMPANY
F. M. BRANSON AND SON.
CALLAWAY'S MUSIC STORE.
CLARK-BRACKEN ELECTRIC SHOP.
ELECTRIC SUPPLY CO.
FJELSTAD ELECTRIC CO.
LORRIS P. HOEFT.
ED. HUTCHINSON
A. C. KEIM.
A. E. KELLY
FRANK KLICH.
ADAM KRONER CO.

LA CROSSE LUMBER & SUPPLY CO.
JOHN LEDEGAR.
JOHN P. LEE
FRED LEITHOLD PIANO CO.
LINKER ELECTRIC CO.
LOUIS MEIR.
W. A. ROOSEVELT CO.
SEGELKE AND KOHLHAUS MFG. CO.
O. J. AND R. E. SORENSEN.
TILLMAN BROS.
WISCONSIN-MINNESOTA LT. & PR. CO.

MODEL HOME ELECTRIC IS NOW OPEN FOR INSPECTION

MODEL RESIDENCE OPEN FOR PUBLIC INSPECTION AT TWO O'CLOCK TODAY

La Crosse Firms Co-operate in Building the First Home of Kind in This City; Much Interest Shown in Project

THE Home Electric is completed. The first model home of the kind to be built in the city of La Crosse will be officially opened with appropriate dedicatory ceremonies at 2 o'clock on Sunday afternoon, and from that time until 10 o'clock in the evening the public will have an opportunity to pass through it and view its up-to-date features. Much interest has already been shown in the home and its equipment.

La Crosse Made A combination of La Crosse firms, known as the La Crosse Home Electric Association, is responsible for the home and its furnishing. Early last spring the representatives of these firms met together and formulated their plans which culminated finally in the beautiful residence on Twenty-first street. An executive committee was chosen from among the representatives of the firms involved. The committee list follows: George Bracken, president; F. M. Branson, vice president; Roy Sorenson, vice president. The directors are Otto Prebe, John P. Lee, Andrew Keim and J. K. Verhulst. Stanley Gordon is the legal advisor.

The committee has emphasized its statement that the home is not intended to be a commercial enterprise, but that its purpose is purely educational. There will be absolutely no sales talks given, orders taken or canvassing lists made up at the home. There will be, however, in each room of the home, an attendant who will give short talks at regular intervals, explaining some of the outstanding features of the home and the purposes of the appliances.

Modern Wiring One of the most notable features of the home is the up-to-the-minute method of wiring the house. The house is wired in such a manner that an electric outlet is located in almost every conceivable place, and no matter what is put into the home in the line of electric appliances, it will never be necessary to string a lot of unsightly wires from the light fixtures to furnish light or power. There are in all 128 convenience outlets in the Home Electric.

A master switch is located on the second floor landing of the home. By means of this switch every light in the house can be turned on at once. This is designed primarily as a protective measure so that the house can be quickly and completely illuminated in the event of an intrusion during the night. Another thing which attracts a great deal of desirable comment wherever it is displayed is the ice-less refrigerator. By means of an electric device an ordinary refrigerator is kept cool and ice may be made for table use.

Though the house is not electrically heated, the heating plant is electrically controlled. A gas range is used in the kitchen. A complete modern laundry is built in the basement of the home, with a built in ironing board as an added feature.

School Demonstrations Though the home is to be open for public inspection only during the afternoon and evening, it is the plan of the committee in charge to conduct demonstrations for the domestic science classes of the normal, high and other schools of the city during the morning.

The home will be open to the public for inspection every day, beginning at two o'clock Sunday afternoon, from two until ten p. m.

"THE GOOD OLD DAYS" WERE NOT SO GOOD, AFTER ALL. Truly beyond the grasp of grandmother are the ideas of electrical housekeeping and the ease and grace of home-making that the modern housewife has at her command. The touch of a button accomplished in five minutes what it took grandmother as many hours to do.

"They didn't do that when I was a young married woman," grandmother sighs when her newly married granddaughter puts the dinner in the electric oven to cook, turns on the current, sets the thermostat (or control) that will shut off the electricity when the meal is done, and then

CO-OPERATIVE PLAN IS USED TO BUILD THE HOME ELECTRIC

Twenty La Crosse Firms Combine Efforts to Construct Model Residence

HOME ELECTRIC BEAUTIFUL IN DESIGN AND FURNISHING

One of Most Attractive Residences in the City

TWENTY La Crosse firms combined to make the Home Electric a success. These firms each had a part in the erection or furnishing of the home and it is to them that the credit is due for bringing to the city an educational display of such magnitude.

The Home Electric Association was formed some time early in the spring and plans were laid for the home. It was after a series of conferences and consultations that definite arrangements for the erection of the home were made, and the work of construction began.

As it stands today, the Home Electric is one of the most attractive homes in the city, its beautiful outside design being enhanced with up-to-date lighting fixtures and convenience outlets at the front, and the most modern conveniences in the

matter of wiring, lighting, furnishing etc. inside.

Firms Co-operate The La Crosse firms co-operating to build and equip the Home Electric were: Meir Brick company, Adam Kroner hardware company, La Crosse Lumber and Supply company, The E. R. Barron company, decoration and furnishings; Tillman Bros., furniture; Branson and Son, plumbers; Sorenson and Son, architects; Doerflinger department store; Segelke and Kohlhaus A. C. Keim, general contractor; John P. Lee, stone masonry and cement work; Callaway, Music store piano and radio set; Wisconsin-Minnesota Light and Power company; Fred Leithold Piano company, electric victrola; Linker Electric company; Clark and Bracken electric company; Fjelstad electric company; Frank Klieck, mason contractor; Ed Hutchison, plastering and Louis Hoeft, painting and decorating.

IN 49 YEARS LONDON.—In all the 49 years as relieving officer to the Blofield, Norfolk, Board of Guardians, H. T. Capon didn't have a vacation, he said. Recently he retired, his first chance to get away from work.

REACH PERFECTION IN REFRIGERATION BY ELECTRIC POWER

Time alone can prove the usefulness of a new invention. Seven years ago the electric refrigerator made its debut to the progressive housewife. Today it is a tried, tested and highly valued part of the kitchen equipment. Like many other inventions, the electric refrigerator has been improved and simplified since it was first placed on the market. The early iceless refrigerator was operated by a somewhat complicated system of belts, pulleys, condensing coils, fly wheels, sliding motor bases and other features that have since been eliminated. The result is, after seven years, that number of moving parts in the electric refrigerator has been greatly reduced. Electric refrigeration experts claim that their electric proteges will celebrate its seventh birthday as perfect mechanically as it is possible to make it.

the early days food often was spoiled because of improper insulation. Today that danger has been eliminated by the use of cork insulation, which, because of its impenetrability to moisture, its indestructibility and ver-

min-proof qualities, is recognized as the best possible material for the purposes. The word demon was applied by the ancient Greeks to both good and bad angels.

Note the Fine CARPENTRY in the "Home Electric"

ALL INTERIOR and EXTERIOR trim and general carpentry was furnished by

ANDREW C. KEIM

GENERAL CONTRACTOR

Let Us Estimate No Job Too Large or Too Small

2521 13th Place. Phone 2387-A

We Submit for Your Approval

The important part we have played in the building of the

"HOME ELECTRIC"

The HIGH GRADE MILLWORK, both interior and exterior, and the HARDWOOD FLOORS will bear your closest inspection. We offer this as an excellent example of the high quality of our products.

Segelke & Kohlhaus Mfg. Co.

EXTERIOR and INTERIOR PAINTING and DECORATING in the "Home Electric"

Furnished By

LORRIS HOEFT

1631 Redfield St. Phone 2514-R.

Cheap Hardware Is Expensive

We have furnished the hardware on the

"HOME ELECTRIC"

and if you will look at it you will find it to be good, substantial goods and will not give the owner any trouble. We have furnished many of the best homes. We also furnished the fireplace fixtures and carry in stock a complete line of them.

Adam Kroner Company

319 Pearl St. 321

The Use of the Following Materials in the

"Home Electric"

marks this beautiful house as an outstanding achievement in residence building—

Devroe Paints
Richardson Super-Giant Shingles
Flaxlinum Insulation
Marquette Cement
Quality Lumber

Furnished by

La Crosse Lumber & Supply Co.

820 North Third Street

Phone 240

WE ARE FULLY EQUIPPED TO WIRE YOUR

"Home Electric"

Old or New. A complete line of FIXTURES and APPLIANCES.

FJELSTAD ELECTRIC CO.

1202 CALEDONIA ST.

PHONE 377

MAY ELECTRIFY ANY FURNITURE EXPERTS PROVE

Anyone May Enjoy Added Comforts in Home by Devices of Wiring

Recent developments in furniture manufacture and electric wiring, as shown by experts in both lines, has proven that many additional comforts may be added to the home by the use of electrified furniture.

First of all, there is the electrified bed. A handsome four poster, for instance, conveniently wired to increase both comfort and utility. It is equipped with outlets to provide the use of a reading lamp above the headboard, a warming pad, electric fan, heater, or bedside lamp. How nice it would be to obtain the immediate service of any of these devices without having to get out of bed to set them in operation.

Then, too, here is another feather in the cap of the electrified bed, or any other piece of electrified furniture, that matter. It can be placed anywhere in the room and still maintain its utility. There are times when the arrangement of furniture in a room is necessarily awkward because of the position of the outlets. This can not be avoided in moving to houses built by other styles and types of furniture. But electrified furniture is independent of outlets. It can be moved around or placed in any position in any house and still remain electrically intact.

Boon to the Rounder

And so we have the electric bed, chiffer, or dresser, dining table, serving table, buffet, table, kitchenette and tea wagon. The electrically wired bedstead is equipped with double outlets at either side, which are sufficient to offer plugging in space for bed lamp, fan, vibrator, heating pad, or the baby's Lottie warmer. Another convenience is the light under the bed. It is concealed beneath the baseboard and is controlled by a push-button at the head of the bed. In baseboarding such a light will shine upon all the dust which gathers in spite of careful house-keeping and baseboarding under the bed. It will throw a soft light on the floor so that in case of illness the room will not be totally dark, and yet the light need not shine in the patient's eyes.

Or if a member of the family is not expected home until late, the light under the bed will show where the keys of various pieces of furniture stand and the landlady can avoid bumping into them. Besides, saving other members of the family their hours of house-keeping.

These and many other electrified or electrically illuminated pieces of furniture in the home will add safety, comfort and ease.

ELECTRICITY IS A FAITHFUL SERVANT DOES MANY CHORES

Electricity is solving the servant problem.

Well-to-do homes may still employ two, three, four or more persons to serve, while modest homes may be satisfied with one serving person in the dining room. But when electricity is put to work in this room it's a different story.

In modest or pretentious homes electricity can multiply the number of servants as desired, but these need not be persons.

Electricity holds a light overhead in the shadow recess for the sideboard. In it are two more lights of the concealed candle type, and there is also an electric percolator waiting. In the wall at the right end of the sideboard is a convenience outlet.

Under the edge of the dining table are receptacles for quick connection with appliances to be used on the table. Percolator, table stove and toaster could all be used at once.

Or, if she wishes, the hostess can use the wired tea wagon, near the window, for her appliances. For this there is a convenience outlet in the baseboard.

In recent years the Chautauqua system in this country has so developed that last year more than 10,000 Chautauquas were held, covering about 100 circuits, and there was an approximate attendance of 40,000,000 persons.

MANY OUTLETS FOR ELECTRICITY ARE NEEDED IN HOUSE

Efficiency of Electric Devices Depends in Some Measure on Number of Outlets

The home-maker who is in the course of building can obviate the installation of outlets for electric appliances later on by installing plenty of convenient outlets in the beginning. If this for some reason, has been overlooked then the next best thing is to take care of that installation before another summer rolls by.

In the modern home, equipped for and served by electricity, it is most desirable to have two and, in many cases, three different outlets in each room. In the dining room, in order to do away with unsightly overhead cords, convenience outlets are essential for the ready use of the smaller table appliances.

Outlets in Every Room. With the arrival of the vacuum cleaner the home-maker learned, through bitter experience, that here

indeed was an appliance that needed a convenience outlet in every room in the house.

Then, in the bedroom an outlet is not only necessary for the vacuum cleaner but smaller appliances such as an electric pad, vibrator, curling iron and so on are most unhandy of use unless they can be attached to convenience outlets, preferably placed waist high.

The bathroom calls for the use of radiant heater, vibrator, immersion heater and electrified shaving mug and proper outlets for their connections should be provided.

Therefore it is no longer how few convenience outlets you can get along with, but how many you can have installed so as to keep pace with your electrical servants. For new electrical devices are being perfected daily and these devices are unhandy, to say the least, if a sufficient number of convenience outlets are not provided.

Time and time again it has been found that the housewives who do not get the most service out of their many electrical servants are those who are handicapped by the lack of sufficient convenience outlets.

Deaths among non-English-speaking employees in mines is twice as frequent as among the English speaking workers.

The Interior Plastering and the Exterior Stucco Work

on the

"Home Electric"

was done by

Ed. Hutchinson

Rear 226 West Ave. No.

Phone 2178-A

"The Home Electric"

DEMANDED THE BEST IN BRICK WORK.

Fire Places a Specialty



Repairing of all brick work. Prompt Service

RESIDENCE AND OFFICE

803 So. 4th St.

Phone 1687-M.

ALL THE METAL WORK

ON THE

"Home Electric"

Including VENTILATORS, GUTTERS, CONDUCTORS, FLASHING and ROOFING was manufactured and installed by

John Ledegar

1011 La Crosse St.

Phone 2774-C.

Your Electric Home

It Is Not Impossible

for you to turn your home into an Electric Home at a small cost. It is much easier to attach your electric cleaner, toaster, percolator and waffle iron to a "CONVENIENCE OUTLET" located at a convenient place than to reach up to a chandelier or a wall bracket.

We URGE you to visit La Crosse's first Electric Home open today at 2 p. m. (21st and Main). Here you may see just what appliances mean to every day life.

The wiring for the Home Electric was done by this firm who also furnished the lighting equipment.

We are glad to offer any suggestion you may wish whether you are building a new home or remodeling an old one in order that your electric installation may be satisfactory.

CLARK & BRACKEN

Electric Shop.

"Our Lights Shine Everywhere"

TILLMAN BROS. FURNITURE STORE

invites you to visit the New

"Home Electric"

and inspect the beautiful furniture in each room. In living room and sun parlor are special made pieces. Dining room and bedrooms are in the latest designs.

It will give us pleasure to work with you on your Home Furnishing plans.

Making furniture to order a specialty of ours.

"Home Electric" open Sunday at 2:00 p. m.

TILLMAN BROS.

The Home Electric

Designed and Superintended by

O. J. and R. E. Sorensen

Phone 1358-A

ALL FURNITURE IN HOME ELECTRIC IS OF SPECIAL MAKE

Home Furnishings are Supplied by Tillman Bros. Furniture Store

CHOICE DESIGN INSTALLED IN THE NEW MODEL RESIDENCE

Latest Type Furniture Will be Attraction at Home

Visitors at the Home Electric which opens for public inspection on Sunday will view, in connection with other features of the home, some of the latest and most up to date designs in home furnishing that it is possible to supply. Tillman Brothers' furniture company have installed the furnishings in the home, and all are of a special make and design, intended to harmonize perfectly with the rugs, draperies and lighting fixtures.

The sun parlor of the home will be furnished in black and chrome yellow, orange, three chairs, two end tables, two ferneries and two smokers comprise the sun parlor suite.

The living room is tastefully furnished with a large mahogany dayport, and chair, two large fireside chairs, upholstered to match the rugs and draperies, with end tables and small tables to match. In the dining room will be seen an Italian suite of the latest type, consisting of nine pieces, made of genuine American walnut.

The large bedroom is furnished with twin beds, a large dresser, a chiffonier, and a dressing table with chaise longue to match. All bedroom furniture is of popular design American walnut.

The small bedroom and boudoir is fitted with a full size bed, a chiffonier, a vanity dresser, with a chair rocker and night table to match, also in popular design American walnut.

CONVENIENCE OUTLETS
Making your household levels fit you instead of trying to fit yourself to your household levels is what every good electrician urges when he is working on a plan to wire your home adequately. Convenience outlets placed where they are most practicable to attach electrical appliances, light button panels near each door and chain switches at easy reaching distance overhead are some of the things advocated.

LIGHT OVER FUSE BOX
A light over the fuse box, in which a burned fuse occasionally has to be replaced in the dark, is a great convenience, to say nothing of its acting as a safeguard possible fire resulting from a lighted match.

ARTISTIC RUGS AND DRAPES IN HOME ELECTRIC INSTALLED BY THE E. R. BARRON COMPANY

J. K. Verhulst of the E. R. Barron Company was in charge of the entire interior furnishings for the Home Electric which were installed under the supervision of the Barron Co., decorative department.

This house, which the public is requested to pay special attention to, features a sun parlor which has a large black and white tile floor, fire furniture, finished in black and a cretonne upholstering. The drapes are of an apple green color with window shades that carry a stencil in a Chinese Red lacquer and wood pulls to match. The arrangement of the entire Sun Parlor is a little different from what has been used in the past.

The living room, dining room, hall down stairs and upstairs and the stairway are all covered with rugs of a uniform color to blend in with the wood-work of these rooms. The rugs are of a raisin color with draperies of a heavy damask in a color combination of gold-taupe. A special cornice board was made to blend with the draperies and the rest of the room.

Several pieces of upholstered furniture are covered with the same fabric as the draperies. The entire scheme in the living room has been worked out with the idea in mind of having a living room that is livable and cozy.

The Dining Room
The dining room also has a damask drapery, in a two tone blue and

been combination with a gold cornice board across the top. The curtains on the entire lower floor, with the exception of the kitchen, are of a silk net with a heavy fringe at the bottom, of the curtains, a new fabric brought out for this fall season.

The kitchen floor is covered with the heaviest grade of inlaid linoleum, laid in the most modern way, that is, with a heavy felt liner cemented to the floor first, and then the linoleum cemented to the liner. The kitchen curtains are of a fine grade of white marquisette with a medium blue dot.

Attractive Bed Rooms
The large bed room, upstairs, has a very pretty paper on the wall with a small all-over design and in the color of rose and green combined on a white ground. The rug on the floor is of a jade green with draperies to match. The other bedroom has French gray painted walls, a gray taupe rug on the floor and the draperies and bed spread are of a yellow cretonne, worked up with a combination of plain yellow fabric.

LAUNCH BIG GERMAN SHIP BREMEN—The North German Lloyd steamer Columbus, which is nearing completion at Danzig and is the largest and fastest ship Germany has constructed since the armistice, will make its first trip from Bremerhaven to New York October 11.

Good Electric System Raises House Values

Two outstanding advantages will accrue to you when you equip your home with a complete electrical system. You will make available to yourself the innumerable comforts and conveniences offered by the use of electricity and you will increase the intrinsic value of your home.

When you plan a home for the future give every consideration to the advantages of an adequate electrical installation. Your wiring should be planned with exacting care. Consult with a reliable and responsible electrical contractor. He has an intimate knowledge of what constitutes correct and complete wiring. His specialized information supplements that of the architect and builder and in view of modern electrical develop-

ment is of no less importance than theirs.

Perhaps the electrical system of your present home is inadequate. If you will consult an electrical contractor you will find the cost of modernizing your system will be surprisingly low. A few convenience outlets carefully placed will give you comforts which cannot be measured in terms of money.

Shrewd builders appreciate the value of a home properly wired. Any realtor will inform you that such a home finds a ready market at a price far in excess of the ordinary dwelling. A small investment in electrical wiring plus intelligent planning will make you substantial profits if you wish to sell your home.

Too much stress cannot be placed upon the comforts and conveniences which will be yours if you give proper consideration to your electrical installation. But you must plan for them and you must seek good counsel. You will obtain good counsel from the electrical contractor.

In order that you may better vis-

ualize a complete electrical installation, floor plans of an imaginary home are presented herewith. We have indicated suggested locations for convenience outlets as well as a practical use for every one.

These plans are merely suggestions. We are attempting to inform you what a practical plan should be like. You may adapt it to suit your own architectural ideas.

FIRST ELECTRIC LIGHT

The first incandescent electric light ever publicly exhibited was shown in a building on the east side of Fifth Avenue, below 14th Street, New York.

FACE BRICK
Chencille-Tex No. 30 Multi-color face brick, was used for the Model Electric Home.

FURNISHED BY

Louis E. Meir
Display Rooms, 306 So. 4th St.

Electrical Labor Saving Devices

Are the Outstanding Features of the

"HOME ELECTRIC"

Among the most prominent are the following—

Hoover Vacuum Cleaner

Thor Ironer

Western Electric Dish Washer

Hot Point Grill

Emerson Fan

Begin Now to do Your Housekeeping "the Electric Way"

Linker Electric Co.

114 North 5th Street.

Phone 398.

"Home Electric"

ALL

Stone Masonry

AND

Cement Work

FURNISHED BY

JOHN P. LEE

MASON-CONTRACTOR

Phone No. 1923-A.

1903 Liberty St.

RADIO

The Western Coil Radiodyne Wins!

Unanimously chosen for the new

"Home Electric"

An outstanding feature. Of course it's sold by

CALLAWAY'S

LA CROSSE'S BIGGEST and BEST MUSIC STORE

WHEN YOU VISIT THE

Modern Home Electric

You will be thrilled and amazed by the wonderful interpretation of the masters by the

Lyon & Healy Reproducing Grand Piano

Of course it's from

CALLAWAY'S

LA CROSSE'S BIGGEST and BEST MUSIC STORE

221 Main St.

The Finest of Everything Has Been Put Into the

Model "Home Electric"

THEREFORE A GENUINE

Electric Victrola

Art Model Style 330

Was Chosen to
Complete
This Model Home



THE Victrola should be in every home to entertain, amuse and educate both young and old.

THE World's Greatest Artists have pronounced the Victrola as the most perfect sound reproducing instrument made to interpret their marvelous art. Only the Victrola can give you their music absolutely true to life.

EVERYONE is invited to visit the Model Home Electric without charge. Stop and inspect carefully the finest Victrola ever seen in this city. Beautiful not only in a musical sense, but beautiful in design, finish and grain of wood.

Model Home Electric at 21st and Main Sts.
Visiting hours 2:00 to 10:00 p. m.

Fred Leithold Piano Co.

325 MAIN STREET.

VICTROLA DEALERS OF LA CROSSE.

LIGHTING PROBLEM IMPORTANT FACTOR IN HOME BUILDING

For Centuries the Problem of Proper Lighting Has Been Dealt With

**MODERN LIGHTING FIXTURES
ADD TO HEALTH AND COMFORT**

Wiring also Plays Part in Building of a Modern Home

For countless centuries light has been a vital factor in the comfort and happiness of home life. Indeed, it is hard to conceive of home life of any sort before the light of the camp fire drew the family together when darkness enveloped the earth. And so it is today. Light plays an important role in what will ever be the greatest drama of the human race—the making of homes.

And yet, in spite of its importance, light is not given the consideration it really deserves in the majority of homes. What wonderful possibilities there are in the electric illumination of today as compared with the methods of even a generation ago! What opportunities for beautifying the home—for giving expression to those personal preferences for form, color and arrangement that really make a home a home.

Lighting the Home

In all modern homes but one kind of illumination is employed—electricity. But the types of fixtures that may be employed are numberless. And yet for every house and for every room in the house there is some particular type of lighting unit must do two things—it must provide the proper quantity and quality of light for the space to be illuminated, and it must harmonize with its surroundings, so as to bring out to the fullest extent the beauty of the furniture, draperies, floor covering and pictures. Many an otherwise beautiful room has been spoiled by improper lighting, or by lighting equipment that is not in keeping with its surroundings.

If, on a lovely sunny day, you have ever attempted to read with the sunlight falling directly on the printed page, you know that glare is painful to the eyes. If, on the other hand, you have attempted to read in a dimly lighted room, or with the shadow of some object falling on the book, you know that gloom is also trying to the eyes. These two things—glare and gloom—are the principal things to be avoided in illumination. The best and most successful method when the light is properly diffused, which means a light similar

to that which artists call a "north light."

Early Lamps

The early types of electric lamps (known as "carbon filament lamps") were bright compared to the lamp-light or gaslight to which our fathers were accustomed, but they are dim compared to the electric lamps used today, and they are extremely wasteful of current, and hence are no longer used in modern installations that aim to get the maximum illumination with a minimum consumption of current. The high-powered lamps used today give the greatest amount of illumination at the least cost, but the light they give is so dazzlingly bright that such lamps should never be used bare. When used in a lighting unit so designed that the lamp is concealed from view, and its powerful rays broken up and diffused by means of suitable glassware, or shades, the result is an evenly distributed light, neither too dim nor too bright.

Methods of Lighting

Generally speaking, lighting systems may be divided into three

groups: Direct lighting, indirect lighting, semi-indirect lighting.

In direct lighting more than three-quarters of the light rays are directed downward by means of suitable shades, or reflectors. In indirect lighting about the same proportion of the light rays are directed upward by means of reflectors concealed in a bowl of metal or other opaque material, or in a luminous glass bowl, and are then reflected from the ceiling. In semi-indirect lighting a bowl of translucent glass is used, both as a diffuser and reflector, the result being that a portion of the light is directed upward to be reflected from the ceiling, while a portion passes downward through the bowl, thus giving, in effect, a combination of both direct and indirect lighting.

Lighting Fixtures

Lighting equipment may be broadly divided into three classes: Chandeliers (or Ceiling Types), Brackets (or Wall Types), Portables (or Floor and Table Types).

Portables, not being attached to the walls or ceiling, may be moved from place to place, thus enabling the

lighting effect of a room to be changed at will.

When wiring a house, outlets should be provided in ceiling and walls for chandeliers and brackets. Since it is more difficult and expensive to install wires and outlets after a house is finished than when it is in course of construction, it is wise to be liberal in the matter of outlets so that you will always be able to have a light just where you want it, or an outlet that will provide current for the vacuum sweeper, electric washing machine, toaster, percolator, curling iron, vibrator, fan, heater or some other of the many electric appliances that contribute so much to the comfort of the modern home.

Of almost equal importance as the number and location of outlets is the question of switches that control the lights. These should be included in the wiring plan of the house, for, like the fixture outlets, they are mostly easily and cheaply installed while the building is in course of construction. They should be located at the most convenient points and due consideration

should be given to the use of gang switches and three-way and four-way switches.

Gang switches are switches in which a number of push-buttons controlling various lights are assembled in one switch plate so that they may be operated from one point.

Three-way and four-way switches are switches so constructed that a light having been switched on at one point may be extinguished from some other part, or parts, of the house; as, for instance, a light over a stairway which one may wish to switch on at the foot of the stairs and extinguish from the floor above, or vice versa.

HOME ELECTRIC TO BE A FEATURE OF FAIR WEEK HERE

The Home Electric, opening as it does on Sunday, September 16, and remaining open for public inspection daily for two weeks, will undoubtedly

be one of the most interesting features of the Interstate fair week here.

Many of the out of town visitors will no doubt take advantage of the opportunity offered to see the latest ideas in home furnishing, wiring and lighting, and will visit the home.

The new brick building on Main street has been finished for several days and by the time of the opening of the home the sand of Twenty-first street will be covered with eluders. Red arrows, inscribed with the

words "Home Electric" point the way to the home from down town and from the various highways entering the city.

RISE IN BANK RATE

LONDON.—The Bank of England has stipulated saving by allowing a raise in minimum rates of discount from 3 to 4 per cent. This permitted the clearing banks to increase interest allowed on deposits from 1 to 2 per cent.

WE ARE PROUD OF THE **Plumbing and Heating Material**

THAT WE FURNISHED FOR THE

"Home Electric"

We call special attention to the bath tub, sinks, lavatory, washbowls, etc., made by the

STANDARD Sanitary Mfg. Co.

These are in clear white, matching up with the vitreous china closet, and china bathroom trimmings. We will be glad to show you this complete line. You are invited to visit our showroom.

La Crosse Plumbing Supply Co.

212-216 South Front St.

You Will Be Specially Pleased With the Plumbing and Heating Arrangements

—IN THE—

"HOME ELECTRIC"

Built-in bath-tub, bath room accessories recessed in the walls and other plumbing refinements.

Hot water heating plant of the most efficient construction will defy wintry blasts.

INSTALLED BY

F. M. Branson & Sons

328 South Fourth Street.

Phone 215.

An Electrical Home Is a Practical One

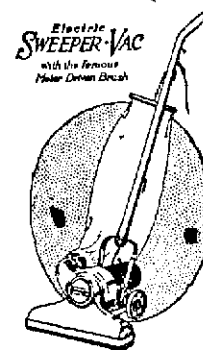
**Cooking, Laundry Work, Clean Rugs,
Dish Washing, Sewing—All Taken
Care of By the Clean and Simple
Electrical Method**

"ELECTRICITY is approaching its greatest function as the liberator of household SERVANTS"

THE RUG PROBLEM

SOLVED

by the famous
**TWO-IN-ONE
VACUUM
CLEANER.**
Approved by
"Good
Housekeeping"



EXCLUSIVE FEATURES

Two machines in one, at the price of one. Cleans either by suction alone or by suction plus motor driven brush. Needs no adjusting for cleaning thick nap rugs or hard finish closely woven rugs.

The only vacuum cleaner that has locking device on attachments—ASK ABOUT THE VAC MOP.

FREE DEMONSTRATION.

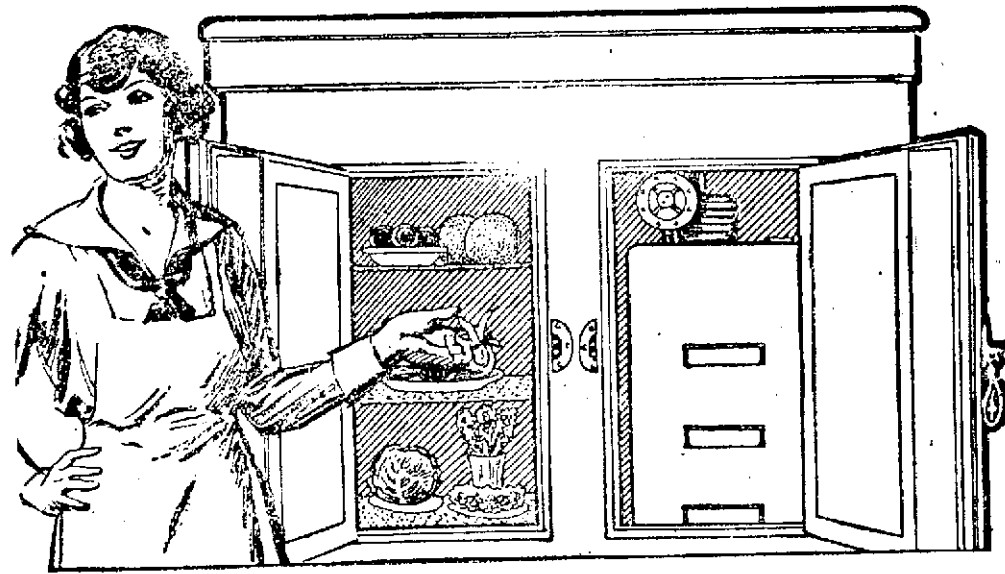
\$1.00 a week and it's yours

DOERFLINGER'S

Electrical Department.

A. E. KELLY.

Basement.



Put Kelvinator In Your Refrigerator

and do away forever with the bother of keeping a supply of ice on hand. It is absolutely automatic, and operates continuously with no other attention than an occasional oiling.

It fits any refrigerator and provides cold, dry air at a cost of only a few cents a day. It is the up-to-date electric way—clean—dry—dependable.

Come in and see the Kelvinator in operation. We will gladly furnish you with any information you desire.



**WISCONSIN-MINNESOTA
LIGHT & POWER CO.**

All of the Interior Furnishings for **"Home Electric"** *Installed under the Supervision of Our* **Decorative Department**

Window Shades, Drapery Hardware, Rugs, Linoleum and Draperies furnished by our Rug and Drapery Dept.

The Draperies were made in our own workroom.

**Home Electric Opens Sunday, Sept.
16th, at 2:00 p. m.**

The E. R. Barron Co.

BURROWS' WERE FORCED TO ACCEPT

And Just Received

\$50,000 WORTH COATS! SUITS! SKIRTS!

Abe and Harry Burrows in hot water. All previous orders placed by Burrows in New York coming in daily on account of manufacturers refusing to cancel same. Manufacturers ordered Burrows to accept same, so here we are right in the heart of the season, when you can get new Fall goods at HALF PRICE. Be here early.

SALE MON STARTS

DON'T FORGET THIS IS THE FINAL WIND-UP OF THIS GIGANTIC SALE

Coats! Coats!
Handsome New Fall Coats for Sport and Dress Wear.

\$12.85
Sale Price—

Values up to \$25.00.

BIG EXTRA SPECIAL WOOL DRESSES

200 New Fall COATS
For this Big Final Windup Sale While they last, sale price—

SUITS
New Fall Suits

\$15.00
Sale Price

Values up to \$35.00

For This Big Final Wind Up While They Last Only

3.85
Values up to \$22.50

\$9.85

Values in these Coats up to \$37.50

Wool Sweaters

Attractive Color Combinations—
Values to \$10.00—
Sale price—

\$1.29

High Grade Millinery Prices Cut to Pieces

LOOK 1000 NEW Up

Never in the history of La Crosse and vicinity were there such Hat values as will be shown here

FOR THE PRICE
These HATS Are All High Grade in Workman-ship

COME IN THE LATEST STYLES AND COLORS

MATERIALS: Lyons Velvets and Velours.



DON'T FAIL TO GET ONE OR TWO OF THESE HATS AT SUCH PRICES.

COLORS: SAND, WOOD, COCOA, BROWN, BLACK AND GREY.

THERE'LL BE HATS HERE
For Young and Old

Watch the Windows for These Beautiful Hats



BURR

BURROWS' FINAL WIND-UP SALE

of New Fall and Winter **DRESSES! and MILLINERY!**

JUST RECEIVED IN

DAY, Sept. 17th At 8:30 SHARP Will Last 10 Days--FINAL

Don't Forget, This is the FINAL WIND-UP of this Gigantic Sale!

LOOK to Date HATS!

A Special Crash of Prices in High Grade Millinery

These Hats also come from noted makers of BEST HATS, such as:



Gages Hats
Pierrette Hats
Roberta Hats
Bobbed Hats

EXTRA SPECIAL

\$4.97

25 GAGE BANDED VELOURS
Values to \$15.00

\$4.97

Values to \$15.00

A Final Wind-Up Special!

FUR TRIMMED COATS

Just received 150 new beautiful coats in all the new materials. Sale price—

14.85

Values up to \$35.00

DRESSES!

A Big Sensational Dress Sale!

Wool and Silk Dresses

13.85

Values Up to \$30

DRESSES!

Beautiful Wool Dresses in 25 new styles. Sale price

5.85

Values up to \$10.00

Final Wind-Up

Fur Trimmed COATS

Sale Price at

19.85

Values up to \$50.00

Final Wind-Up!

DRESSES!

6.85

Values Up to \$20.00

Beautiful SILK and WOOL DRESSES

Sale Price at

16.85

Values up to \$40.00

FINAL WIND-UP DRESSES

Sale Price at

9.85

Values Up to \$25

PLEATED SKIRTS

Tan and Grey, Wool and Crepe Pleated. Regular \$10 values at **2.79**

BURROWS'

DEMPSEY AND FIRPO TO MEET AGAIN TO SETTLE DISPUTE

Tex Rickard Has Plans of Staging Another Championship Battle

NEW YORK.—By the Associated Press.—Jack Dempsey and Luis Angel Firpo have not settled their title feud despite the world's championship smashing victory over his Argentine rival Friday night at the Polo grounds in a swirling, cyclonic drama unparalleled in ring annals.

Firpo, in defeat, was acclaimed by critics as a more dangerous challenger than ever and Saturday night Tex Rickard announced he already had plans under way for a second championship fight between these two mighty gladiators. It cannot take place before next summer, the promoter declared, but if it materializes, he hopes to stage the match about July first, 1924, probably in New York.

Match Firpo and Wills

Meanwhile, Rickard added, he is ready to match Firpo and Harry Wills, New Orleans negro, who has been clamoring for a title match with Dempsey for more than a year. The promoter, who has already signed Firpo to a contract to fight Wills, preferably next April in the Argentine, said he would guarantee the nature of a check and guarantee the nature of a bout with Dempsey. Wills, so far, however, has turned a deaf ear to Rickard's proposal, preferring to press his claims for a fight with the champion.

One factor—in experience—was chiefly responsible for Firpo's downfall, experts agreed today, and the fight which, according to the referee, was a short, sharp, and decisive one, was a chance of being unprepared again.

"I will never let a fight without a training before," said Firpo, who said Luis today, as he sat with a few friends in an apartment at first street and Broadway, while a throng of 2,000 massed themselves around the outside of the building, blocking traffic for blocks in the eagerness to catch a sight of the Argentine.

"Do I want to fight Dempsey again? Certainly," declared Firpo, "but I will be ready and next time I will know there may be a different story."

Lacked Ring Knowledge

The Argentine's own summary of his case dovetails with the consensus of expert boxing opinion. He possessed the ring knowledge, the experience to have followed up swiftly and accurately his advantage when offered himself toward five times in the first round he lifted Dempsey from the floor with a terrific right and sent the champion flying through the ropes—had the challenger shot home but one sure punch as the title-holder reeled on the brink of defeat, the king might have ruled the heavyweight domain today.

Dempsey was never greater, observers are agreed. The champion fought and won a savage, furious battle in a manner that stamped him among the great ring men of all time. A master strategist, lightning-like on attack and deadly in the power of his short ripping hooks, delivered from any angle, and his left jab had two weapons to Firpo's one and he made good use of this advantage.

But for that first round, when he was beaten first to one knee by a powerful right, then hurled through the ropes on top of newspapermen, bringing the fight with another punishing swing, he was closer to losing his crown than at any time in the four years he has held it. With the shaken Dempsey with a right upper cut in the third round of their title fight at Toledo in 1919, "Puncher" Delaney of France sent the champion back on his heels with a "famous right" at Boyle's Thirty Acres two years ago, but last night Dempsey was without an even glint of being out for the first time.

No more proof of the gripping tenacity, the white-hot power set by the two battlers in the first round can be gained than the fact that no two ring-side strategists in the world could agree on the details of the three minutes and fifty-seven seconds of fighting.

FIRST HIKING PARTY HAS ENJOYABLE DAY COVER NINE MILES

THE first hiking party under the leadership of H. C. Reuter, of the La Crosse normal physical education department, held Saturday morning, was an enjoyable affair, according to reports after the return.

Mr. Reuter announced Saturday night that another of the proposed series of hikes would be held in two weeks.

While not a very large delegation reported at the appointed time of 8 o'clock at Twenty-third and Main streets, those who took the hike covering about nine miles expressed keen enthusiasm in the venture.

The party left promptly, proceeding up Grand bluff via the road thence southward to St. Joseph's ridge and down Irish hill to Green Acres. From there the party again went up the side of Cliffwood on which heights the party enjoyed dinner.

It was expected that more townspeople would follow in the party to be taken out in another two weeks.

MACKS DIVIDE A DOUBLE WITH BROWNS

PHILADELPHIA, Pa.—Connie Mack was frustrated in his endeavor to make it four wins in a row with the St. Louis Browns won the second game of a double-header here Saturday. In the first game, Eddie Rynn pitched the Athletics to an 8-1 victory. Rynn, who was on the hill in the second battle, pitched remarkable ball, but the Browns connected when hits meant runs. Van Gilder pitched great ball.

Scores:

First game—R H E
St. Louis 000 100 000—1 5 2
Philadelphia 000 002 01X—12 2
Batteries—Kohn, Root and Collins; Rynn and Perkins.

Second game—R H E
St. Louis 010 110 000—2 9 0
Philadelphia 000 001 001—2 9 0
Batteries—Van Gilder and Collins; Hasty and Perkins.

BICYCLES
Cash or easy payments.
CAMPBELL'S
225 North Third Phone 82

IN THE SPORT MIRROR

By R. L. BANGSBURG

THIS is the time of year when sporting followers the country over are enjoying the biggest "rush season" of the year, but this element of citizenry welcomes the tidal rush of activity on various fields of sport with great enthusiasm. Baseball is on the wane, and while the major league series is virtually the only prop remaining to hold the canopy over the diamond arena, football and bowling are over-lapping to make the scene on the sporting stage a busy one. Tennis and golf no longer command conspicuous headlines on sporting pages of the daily press. In their place is heard the crash of juis from organized leagues already in action, and a nation-wide army of football men is trotting forth from college and university gymnasiums in preparation for the great battles of the year. Yes, Mr. Sportsman is a busy man these days.

THE La Crosse Nelsons have the opportunity of causing a halt in the westward journey of Connie Mack's Philadelphia Americans on October 11 and play them at Copeland park. That sounds like a wonderful piece of business for home fans if the thing can be put across, and with an attraction like that, the whole burgh ought to declare a holiday and move to the north side. The Macks are asking \$1000 for the stop over, which seems a bit exorbitant, in view of the fact that the club is barnstorming all along the route to Seattle. But if worse comes to worse, and Connie won't listen to our rates, we are at the point that this town could swing a deal of that kind. The box office ante could be boosted twice its normal size and still vouch that collectors wouldn't be denied the sure contribution from each witness in the press box. An advance seat sale to insure the local club against a heavy loss would be our advice in putting the thing across.

BASEBALL followers with whom I have talked about the proposition seem to think that there would be little trouble in cornering enough cash to cover the Macks on this deal. The Columbia county fair at Portage has engaged many a big league team as a special attraction in connection with the annual exposition and it shouldn't give the local management any trouble to pull one in here for a day. Once the advance seat sale campaign got started postboys would go like hot cakes. It is not the fortune of a large percentage of La Crosse fans to witness a pair of major league clubs in action in the cities during the year so it appears logical that they would stand for a boost at the gate when the club comes right here and when a saying in railroad fare and hotel bills otherwise expended is realized. Bring 'em on.

THE final score of the game was in favor of the locals, 6 to 3 yet in my meanderings on a news beat I have heard it remarked that La Crosse Nelsons didn't even come close to being on a par with Dubuque, champions of the Mississippi Valley league. "Not even close," boys, is taking in a lot of territory. After all the shouting and the dust has cleared away, the fact remains that Pitcher Delaney didn't last more than three innings against the home bunch, and that the "Iron Man" didn't have much more than the proverbial prayer on his offerings. Had McGinnity come up here incognito, they might have been playing the game yet for it was the name McGinnity more than anything else that kept the locals from showering him more than they did. The rapid fire delivery is old stuff with McGinnity and the famous grand old man of baseball has done wonders with it.

IN checking over the whole game, it remains a fact that neither McGinnity or Delaney were in a class with McCauley Wednesday. Mac had more speed on the old pill than usual. One is at a loss to make comparisons after seeing only one game because every pitcher has his day off, and we suspect that was the trouble with Delaney Wednesday. As for McGinnity, with all respect to his life-time career, I would place my money on the La Crosse Nelsons with the same men in uniform they had in the mid-week battle. There is a lot of psychology in keeping the batter hurried, without much time to figure out just why he didn't strike at the last ball, but this gang goes used to oddities pretty quickly.

A person naturally feels that when a gang of league champions or some other foreign outfit, which fans have never seen before, comes to town, the home club is due for a hard fight to even come close to a pin. Dope dealers that a team coming from Minneapolis, St. Paul or Milwaukee, or even Dubuque, must be good. They pull a lot of fancy things in the workouts that we may or may not have seen the home club do, and we are able back in our seats and think the home boys haven't a chance. It wouldn't be possible for La Crosse to support that kind of ball players, we think. But coming back to the beginning of the story, the La Crosse outfit outfit, out-guessed and out-engineered this tribe of Mississippi

ON the whole, it was a startling vindication of the truth that baseball as played in La Crosse, considering the fact that one-day stamens is the order here, is right on a par with the caliber of play in the minors as represented by the Dubuque aggregation here this week. It all resolves itself into the fact that La Crosse has been watching better exhibitions of baseball than it had thought. It is no longer mere dope, the figures are in black and white now.

AND while we are on the subject, fans have told me that Bobby Moore was playing in just as fast company with the Mounties last year as he has been this year, which wasn't such a bad crack after all. Bobby played a keen game at third Wednesday, save for one error, which is bound to come to anyone on the hot corner. Bobby has natural ability as a ball player and the only way to make up is to get under the watchful eye of a man like McGinnity, whose recommendations are counted for something, as Bobby has done.

FREDIE Walters was happy in his right birth at third base Wednesday. While his game has been brilliant all summer, it was easy to note that Fredie played his regular position with a lot more pep. He cavorted in great style around the hot corner both in practice and in the game. The infield combination would have been hard to beat the way it was going Wednesday. All the rough spots, generally coincident with a ball team playing once a week, were missing.

I received the promised letter from Howard Gill this week telling me about his tryout with the Milwaukee association club. Manager Clark started Gill in one of the games at Minneapolis but the former West Salem hurler admits that he was nervous and slightly over anxious with the result that he was relieved after the first inning with one run against him. Gill says he was unable to locate the plate in his first fling at association ball, but insisted he had plenty of stuff on the ball. Enough to warrant him a trip south with the aggregation in the spring. Manager Clark left Gill in Minneapolis, his home, for the remainder of the season as they are carrying just enough men to get by on the rest of the year. Gill is free to pitch anywhere this fall, and he mentioned incidentally, that he would enjoy working a game in La Crosse yet this year. His many friends both in West Salem and La Crosse wish him luck.

IN announcing a series of hikes in which the public is invited to participate, Mr. H. C. Reuter, physical director at the La Crosse Normal, is attempting to encourage enthusiasm in a sport to which little organized attention has been paid in the past. Mr. Reuter and the physical education department has conceived an idea for public good and entertainment and one which may eventually work out into the organization of a regular hiking club. The physical education instructor has taken it upon himself to introduce the great out-of-doors to the La Crosse public, from the biking rather than from the automobile view, and we are certain that great numbers will fall in line as the hikes from time to time throughout the fall are announced.

JOE McGinnity's exhibition here last Wednesday was a reminder of the days gone by to many a La Crosse fan, and particularly to Archie Schroeder, foreman in the Tribune's composing room, who recalls "many the day I sat in the old west side bleachers in Chicago and watched Christy and Joe perform." That was twenty-five years ago when Joe was in his prime, and when

Fight Queries Tickle Tribune Telephone Men

MEN on the telephone desks at the Tribune office had a ceaseless job for an hour Friday night answering rapid fire queries on how the fight was coming, but the monotony gave way to outbreaks of laughter on two occasions.

"How about the fight?" queried a man's voice on the wire. "Dempsey knocked out Firpo in the second round," was the reply. "Well, who is ahead now," came the more insistent voice, and the received clicked with an "Oh," after the man at the desk explained emphatically once more that Firpo had been put to sleep.

Within a few minutes a woman's voice made exactly the same query as had the man.

"Well, what does that mean—how many innings more will they play?"

"No, McCauley isn't pitching," the desk man might have added.

Oh Gosh!

WILLIAM TILDEN RETAINS TENNIS TITLE SATURDAY

PHILADELPHIA, Pa.—By The Associated Press.—William T. Tilden, II, the tall, angular Philadelphia, retained the lawn tennis singles championship of the United States Saturday by defeating Willie M. Johnston of San Francisco in the final round in the Germantown Cricket club. Tilden won in straight sets, 6-4, 6-1, 6-4.

The victory in such decisive, sweeping fashion, was the fourth national championship triumph for the Philadelphia in succession, the second in order over Johnston. It marked him the world's greatest player, for his California antagonist this year is rated world's champion by virtue of his victory at Wimbledon, England, early in the summer.

Tilden was master of the match. His carefully planned campaign came to fruition as he had desired. He drove with relentless force, played with a care and accuracy that was unquenchable, were his opponent ragged with long, cross court shots, and prevented the Californian from exercising his famous forehead driving shots.

SCULLING RACE AT DULUTH CALLED OFF; WATER TOO CHOPPY

DULUTH, Minn.—The world's championship single sculling race scheduled for Saturday afternoon on the St. Louis Bay course was postponed until 11 a. m. Monday on account of rough water. After a cruise down the course with Champion Walter Hoover and W. B. Gilmore of Philadelphia, the challenger, Referee George Malley announced at 6:30 that the course was too choppy.

CARDS AND PHIS DIVIDE, 2-0; 6-0

ST. LOUIS, Mo.—St. Louis divided a two bill with Philadelphia Saturday losing the first contest, 2 to 0, and taking the second, 6 to 0. Scores:

First game—R H E
Philadelphia 000 000 200—7 2
St. Louis 000 000 000—0 3 0
Batteries—Glaser and Henline; Stuart and McCurdy.

Second game—R H E
Philadelphia 000 000 000—0 3 1
St. Louis 000 000 000—0 11 0
Batteries—Mitchell, Couch, Road and Wilson; O'Brien, Doak and Neibergall.

Archie had more time than he has right now to visit in the big city and be a spectator at the major league shows. Schroeder saw McGinnity work here this week and declared that the "Iron Man" still keeps the old-time punch he had when he held the reins with the New York Giants.

AND now that we have had to bring our friend Archie into the conversation I might spring one of his many casual cracks. By those acquainted in the drug store on Twelfth and Jackson streets, this one will be appreciated: "It takes Weeks to wait on you in that drug store; some one ought to tell the proprietor, but that would be Rud."

COACH FINLEY IS WORKING WITH 60 MEN ON GRIDIRON

ABOUT sixty boys are reporting regularly to Coach Finley for football practice at the La Crosse high school. Some are large and some small, but all are working hard to learn football. The squads have not been picked yet but Coach Finley is working with the regulars of last year and a few others while Bridgley, new teacher at the high school, is taking care of the rest. August Grams is field manager while Burton Smith is taking care of the business end.

First string men from last year, and those who have received first team suits this year are: Buckfield, Zorby, Reindler and Bierbaum; Line, Capt. Cameron, Fritz, Herrmann, Maroon, Frey and Gema; Weisheit and Zorby; Receiver, Bierbaum and Frey have been doing the passing.

Edward new equipment is being provided for the first squad this year, while last year's suits are handed down to the second string men. A new thing is being tried this year in the way of giving the second team regular schedule against smaller high schools. This will prove very valuable next year for much experience will be gained by the men.

The home schedule this year is exceptionally good. The first game October 6, with Champion College promises to be a good game as Champion always is being taken care of by Rube and Welch, while Reindler, Bierbaum and Frey have been doing the passing.

KRAUSE CLOTHING COMPANY HAS HIGH SINGLE GAME FRIDAY

The sporting page erroneously reported that the Tri-States had high team single Friday night. The hours should have been credited to the Krause Clothing company team, which had a total of 965.

WESTERN LEAGUE

St. Joseph R H E
Des Moines 5 15 1
Batteries—Mangum and Kandler; Gross, Jones and Wheat.

Okla. City R H E
Sioux City 1 8 0
Batteries—Vide and Roche; Rasmussen and Snyder.

Wichita R H E
Omaha 4 10 1
Batteries—Hicks and McMillen; Snicek and Hale.

Tulsa R H E
Tulsa 3 8 6
Batteries—Clark, Tessar and Crosby; Denis, Hicks and Whaling.

NORMAL SCHOOL CONTINUES TICKET CAMPAIGN 2 WEEKS

The ticket campaign being carried on by Coach "Tubby" Keeler of the La Crosse normal school and Robert Nohr, Jr., athletic director, will be continued among the city people for the next two weeks. One hundred and fifty tickets have been sold to date. The tickets will admit the purchaser to all gridiron, basketball and track events that the school will stage.

The athletic program of the school is more extensive this year than ever before and the support of the city is asked in putting it across. The teams of the school are traveling to a great many outside cities and will give La Crosse a splendid advertisement while there. It is urged that every citizen that has not already procured a ticket do so at once, and boost the normal and its coming football, basketball, and track teams.

COAST LEAGUER BREAKS OWN RECORD HAS 290 SAFE HITS

SALT LAKE CITY, Utah.—Paul Strand, outfielder of the Salt Lake Pacific Coast league club, made his 290th safe hit of the 1923 season Saturday and thus broke his own record of 283 safe hits established last year. The hit Saturday which broke his record was made in the Oakland-Salt Lake first game of a double-header.

BALTIMORE, Md.—By winning from Jersey City twice Saturday afternoon while Recheater was being beaten by Syracuse, the Baltimore International league club, clinched its fifth successive pennant. Each club has also more games to play, and should Recheater capture every one and the Orioles lose all, the Baltimore club would still win by a margin of two points.

No club in the history of baseball has taken more than four flags in succession.

SQUAD OF FIFTY MEN WORKING OUT AT NORMAL FIELD

WORKOUTS are being held daily by a squad of fifty men on the La Crosse Normal football field. The squad is working hard on the churning machine, punts, and forward passes. The new men are rapidly being rounded into shape and the members of last year's team are showing up good.

Coach Tubby Keeler stated, "The team is handicapped because of the fact that our equipment has been slow in arriving. With equipment we would have twenty-one more men on the field. The men are turning out fine and are showing a spirit that is unusual."

Two new tackling dummies are being erected on the field and as soon as they are completed the fellows will start working with them.

Captain Ralph Mattison is proud of the men that have turned out for practice and the spirit in which they are working.

"We are going to have a real team," he stated. "The men this year are not working individually, but for the school. Our prospects for a crack eleven this year are better than ever. Our fellows are faster and harder hitting than ever."

Next week the squad will be cut down and the following week it is expected that the team will be announced.

SENATORS STAGE RALLY; BEAT TIGERS

WASHINGTON.—Washington staged one of the biggest night inning rallies of the season Saturday, scoring runs and defeating Detroit 9 to 5, to break even on the series.

Detroit 013 451 000—5 11 6
Washington 000 000 207—9 5 2
Johnson, Whitcomb, Holloway and Bassler; Zahniser, Marberry, Warmack and Ruel.

FALL DRIVING

Is the most delightful. Are your tires prepared to help you enjoy it? Let us look them over.

LEHMANN'S TIRE SERVICE

127 North Third St. Phone 425.

The New Jewett Will Do It!
P.S. It's your move!

Climb a lot of hills the old car wouldn't make—pass most any car on any hill. Look under the hood—compare Jewett's power.

Get away first when the cop says "Go"—start clear from a standstill in high gear. Buy it with a J. C. Jewett.

Take the biggest loads over the toughest roads—Timken axles, rugged construction, extra long springs assure safe comfort.

Double your driving radius—reach new places in the same driving time. Jewett travels faster, laughs at poor roads.

Have a car your friends will envy—one you're proud of in any company—beautiful lines, beautiful color, smart equipment.

Get a real car for your money—2805 pounds—2000 pounds heavier than any car this size. Strong, steady riding, long lived.

Special Roadster \$1195
Special Touring \$1220
Special Sedan \$1695

JEWETT SIX

PAIGE BUILT

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Telephone 867. 326-328 South Fifth St.

BASEBALL TODAY

La Crosse All Stars

—VS.—

Dahl's Fords

At Copeland Park.

SECOND GAME OF CHAMPIONSHIP SERIES.

BATTERIES: La Crosse All Stars, Hoover and Tanke.
Dahl's Fords, Groth and Voss.

Admission—Entire Grand Stand 50c; Bleachers, 25c.

GAME CALLED AT 3:00 O'CLOCK.

TWO ESSENTIALS HEAD LIST IN GOOD PAINTING

The second of a series of articles by the Architects' Small House Service Bureau of the United States to show how paint protects and decorates your home.

Paint manufacturers have realized the difficulty of always obtaining a high grade paint when it is mixed on the job so they have worked out ready mixed paints in which only the most superior oils and pigments are used. These ready made paints are supplied in sealed cans with the manufacturer's label attached. Many architects, to make sure that the paint will be of a uniformly high grade, require that only the product of well known manufacturers be used, and that it must be delivered on the job in cans or containers unopened.

Perhaps we should have said before this that no painting, staining, or varnishing of any kind can be done until the surface is ready for the work. The wood must be clean and it must be dry. These two essentials come at the very top of the list of requirements of good painting.

Much Oil Necessary

The first coat should have a large amount of oil in it so it will penetrate the wood and fill up the pores. Outside woodwork, siding, etc., should be painted practically as fast as it is put in position. This keeps the wood dry so that subsequent coats will properly adhere. In first class work, inside woodwork is "back painted," or has its back surfaces sealed with shellac or linseed oil before the wood is nailed into position, as this tends to keep the wood from absorbing moisture which may have remained in the walls.

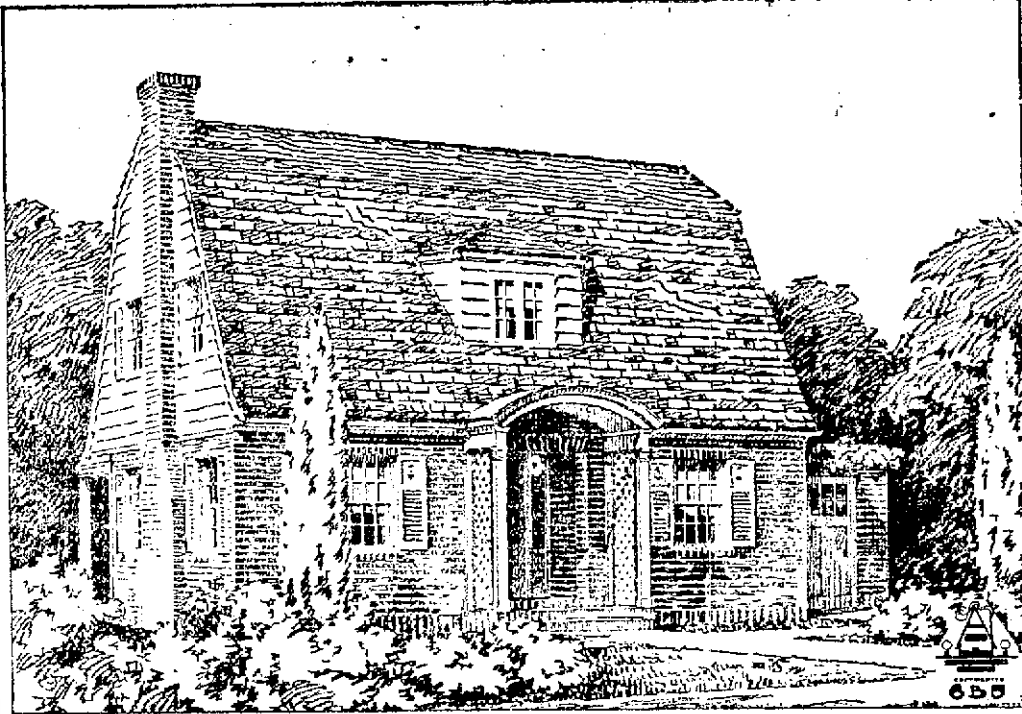
Well seasoned lumber is absolutely necessary as a basis for good painting. If the wood is well seasoned, dampness does not ooze out of it and peel or blister the paint. Some grades of lumber used as a basis for painting contain pockets of pitch or streaks of resin. This material lies about knot holes. The painter should seal up these places with shellac before the painting is done. Otherwise, they will stain the finish. Of course, it goes without saying that outside painting cannot be carried on when it is raining. It is not even wise to paint when rain threatens. It may be remembered also that exterior painting cannot be satisfactorily carried on in cold weather.

Three Coats Better Than Two

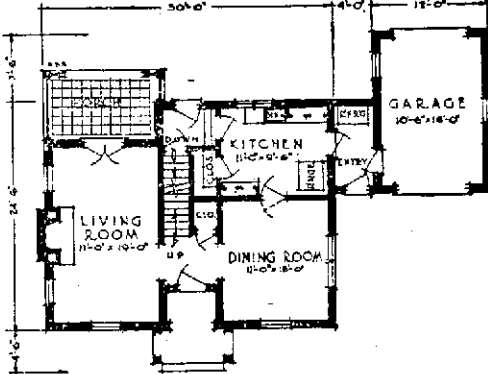
Remember that two coats are far better than one, and three coats better than two. Two thick coats are nothing like as good as three thin coats in which the same quantities are used. If you start out with three coats of good paint on your outside walls and have them repainted with an additional coat every two years, the woodwork will remain in good condition and your house always should look well.

Painted trim for inside finish is becoming more and more popular. It may be left glossy or it may be rubbed with pumice to get a flat or eggshell finish. Flat drying paint of a special composition different from the usual lead, zinc, turpentine, and oil combination also may be used. The high gloss is more easily cleaned. It should always be used in such places as the bathroom or kitchen. Both of these finishes work out beautifully when well handled.

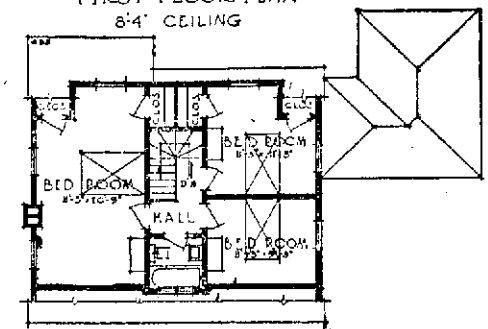
DUTCH COLONIAL ADAPTATION—SIX ROOMS



Plan No. 585. Copyright, 1923—Architects' Small House Service Bureau.



FIRST FLOOR PLAN
8'-4" CEILING



SECOND FLOOR PLAN
7'-4" CEILING

THIS six room home, of Dutch Colonial adaptation, is a story and one-half type. The first story walls are of brick on masonry foundation, while wood frame is used for the second story. Brick is used for the first story, while wide wood siding covers the gable ends and dormer windows. The roof is shingled.

The house can be placed on a lot from 55 to 60

Copyright, 1923—Architects' Small House Service Bureau. Home Builders' Clinic.

WHAT YOU MAY WANT TO KNOW ABOUT BUILDING

Questions addressed to the paper will be answered by the Architects' Small House Service Bureau of the United States, Inc., controlled by the American Institute of Architects and endorsed by the department of commerce, United States government.

Q—We want to build a small house for ourselves about 24x34 feet. We would be willing to do away with porches and all built in features and be satisfied with a middle class of materials generally. We will omit the basement for the time being. We will do the painting ourselves and add the finishing as we have money for it. Can we get a good house? How much can we save?

A—A good many more people might be living in their own homes if they were willing to face the situation as you are. When people stop wrestling with the high cost of materials and begin to think about the high cost of wanting, some constructive work will be done. You can save at least 25 per cent of the normal cost of building by following out the scheme you suggest. Send a 2 cent stamp to this department for a pamphlet written on this particular subject.

Q—We have been advised that it is worth while to metal lath and plaster the ceiling of the basement as a measure of fire prevention. Is this true? A—It is.

Q—Is it worth while to put a ventilating hood over the kitchen gas range? Do they work? How are they made?

A—This involves an extra expense which is not absolutely necessary. They work if the flue is made of good size and the hood is brought down rather low. The hood is made by covering a rough wooden frame with metal lath and afterward plastering it, or more expensively, of sheet metal.

Q—Which is less expensive for foundation work, concrete blocks or poured concrete? Which is the better?

A—The difference in cost depends upon local market conditions. Sometimes concrete can be poured at less expense than setting up the blocks, especially so when the gravel in the excavation can be used or can be found nearby. A good poured wall is generally considered superior to a good block wall, but the difference for a small house foundation is not worth much consideration. If you use blocks do not in any case have them "rock faced" above grade.

Q—Is it all right to use the sand and gravel taken out of the excavation on my lot in making concrete and plaster? The contractor looked at it and said it was very good. How does he know?

A—He probably does not know but is guessing. You cannot tell wholly by the appearance or feel of sand or gravel that they are proper materials for use in building. The grading as to size is important, but sand and gravel must be free of organic material. It is difficult to keep the over burden of soil, which is organic matter, out of the ordinary small house excavation.

FALL WILL SOON BE HERE

Get in your order for STORM SASH and STORM DOORS before the rush.

Bice Millwork & Lumber Co.

705 Gillette St.

Why?

Did the Inter-State Fair Association choose

Richardson Super-Giant Shingles

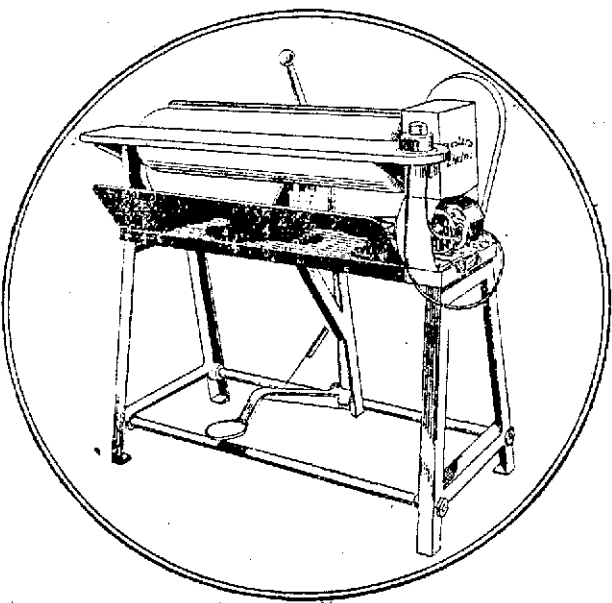
to cover the big new barn at the fair grounds

The answer is waiting for you at our Fair Exhibit. Be sure to see it.

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Phone 240



Western Electric Ironer

Equipped with a ruffler, an exclusive feature for ironing ruffles, collars, cuffs, neckbands, etc. The main shoe has both hand and foot control, both are instantly accessible from any position and are operated without jerk or strain.

Pressure is automatically adjusted for any thickness. Clothes up to one and one-half inches in thickness can be passed through the roll.

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A WARM BATH

will gradually relax your muscles and keep you from being stiff the next day. In summer, more than ever, you need an ever-ready, dependable supply of hot water.

THE NEW HUMPHREY GAS WATER HEATER

is economical to operate—supplies all the hot water you can use but only consumes the small amount of gas actually needed to heat the water.



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We furnish these in different woods and in various finishes.

If you are looking for a show case—see us—we have it. The price will be right, too.

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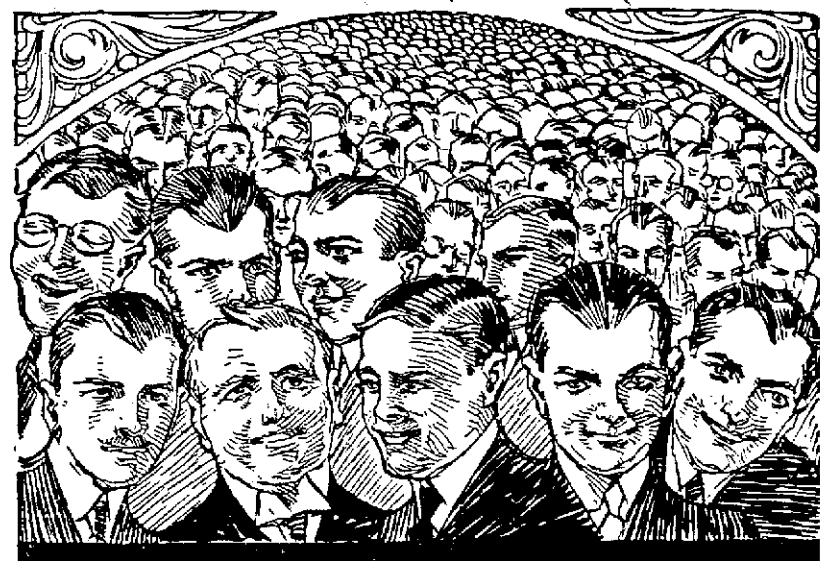
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MONDAY, SEPT. 17th
For Fair Visitors and People of La Crosse

Truckloads of Manufacturers' Samples, consisting of Men's, Women's, Children's Wear

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That will long be remembered. You'll be surprised Monday and All Next Week.

Men's Felt Hats

The Hat you want is here. New felts, new styles, new colors. Values up to \$3, \$4 and \$5. Opening sale price each—

\$1.45

**Men's Dress
CAPS**

Made of the latest materials of light and dark chinchillas, and other up-to-date models, values up to \$3. Opening sale price

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**Children's Bedroom
SLIPPERS**

A large assortment of Children's fancy colors, felt Bedroom Slippers. Opening sale price, pair—

39c

**Leather Lined
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Moleskin top, leather sleeves, very special—

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10 WOOLNAP BLANKETS
Double and 64x80 Bed Size

*To the First TEN Customers
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MONDAY, SEPT. 17

AT 8:00 A. M.

**NO RED TAPE or STRINGS ATTACHED
BE ON TIME--FOLLOW the CROWD**

**Ladies' Fall Ribbed
UNION SUITS**

Very fine knit, Fall weight. Specially priced for the Opening, a suit—

79c

**CANVAS
GLOVES**

Men's Cotton Work Gloves, while they last

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You can dress the Boys up in our store for almost ONE-HALF THE PRICE.

**BOYS' ALL WOOL
2-KNICKER SUITS**

Sizes 7 to 17, two pairs of fully lined and taped knickers. Insure double wear. A splendid range of colors and patterns.

\$4.95

Dress Shoes

Munson last, all leather shoes, a limited amount at—

\$2.79

BOYS' SCHOOL SHOES, solid leather, rubber heels, all sizes, pair

\$1.98

BOYS' SHIRTS, assorted percale, chambray and Pongee color, at

63c

BOYS' and GIRLS' STOCKINGS, heavy ribbed, 25c value, on sale at per pair

9c

CHILDREN'S all wool Sweaters, just the thing for the youngsters, at

98c

MEN'S WOOL SOX, heavy wool sox, 95c values, 4 pair for \$1.00

28c

MEN'S O. D. WOOL SHIRTS, lined chest, double elbow, special

\$2.98

MEN'S KHAKI SLIPOVERS, all year around garment priced special at

69c

MEN'S SUSPENDERS, Police and Firemen Brand, special for this sale at

21c

MEN'S GARTERS, with mohair pads, very special for this sale at

9c

MEN'S SPORT SWEATERS, 4 pockets, brown heather colors only

\$1.98

Indian Blankets

A large assortment of wonderful patterns, full bed size. Useful for all purposes. Opening sale price

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**Another Shipment of
Ladies' Aprons and Dresses**

Ginghams and Percales. Assorted models and patterns, a large variety of colors. Values up to \$2.50. Opening sale price each

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MEN'S WINTER

Overcoats

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\$25.00, \$30.00 and \$40.00

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MEN'S JUMBO ALL WOOL SWEATERS, special at

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MEN'S 100 PER CENT WOOL UNION SUITS, special at

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RAIN COATS, full rubber lined, \$8.50 value, priced special at

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MEN'S EVERYDAY SOX, all colors, seamless, priced special at per pair

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37c

WOOLVERINE BLANKETS, plaid, all colors, double, 66x80, at per pair

\$3.95

MEN'S OVERALLS, reinforced seams, Union Made, 220 denim, at per pair

98c

SILK KNIT TIES, latest designs, values up to \$1.25, priced very special at

48c

MEN'S UNION SUITS, heavy Fall ribbed, a snap at this special price

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